OCTOBER • 1959

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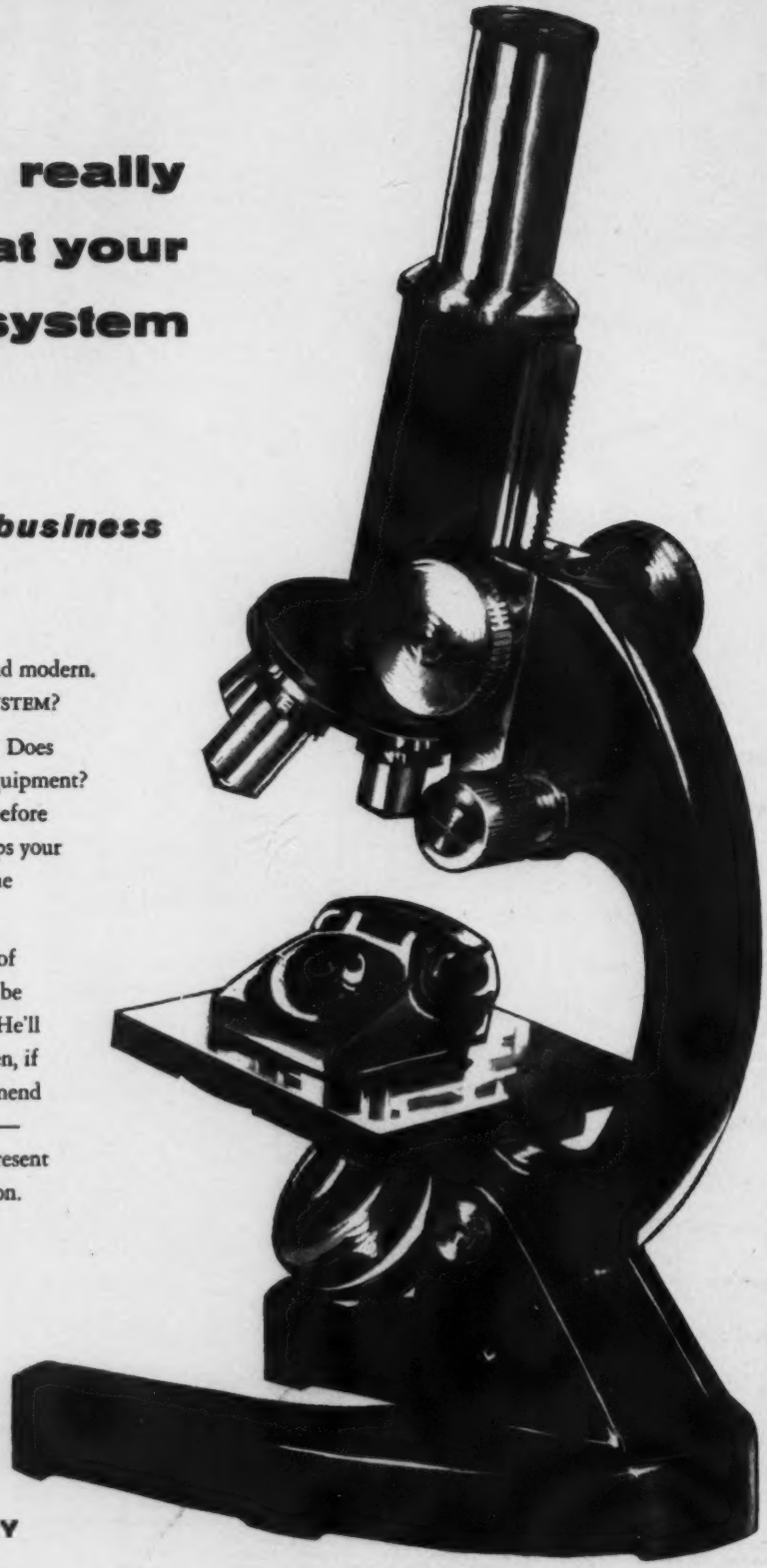
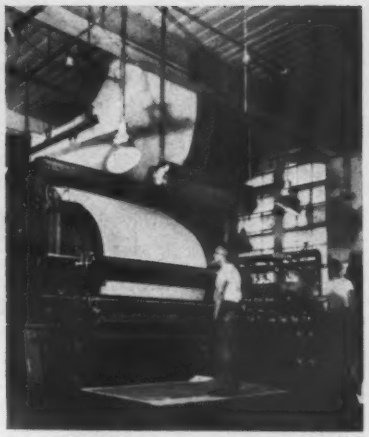


THE SOUTHERN NEW ENGLAND TELEPHONE COMPANY

CONNECTICUT
INDUSTRY

OCTOBER • 1959
VOLUME 37 NUMBER 10



THIS MONTH'S cover photo shows a view of the widest rotogravure textile press in the world at the Plastic Film Company, Plainfield. Utilizing the 85-inch wide blanket makes possible printing of many wide textile products which have been limited to solid colors in the past.

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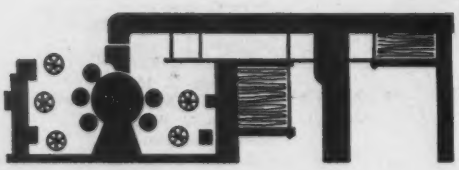
CATCHES THE

SO TODAY business and industry are using color more extensively and more effectively than ever before . . . in their products, in their packages and displays, and in every kind of printed presentation. In a recent issue of "Modern Packaging," for example, advertisers used more than twice as many full-page color ads as they did black-and-white.

To keep pace with this ever-increasing use of color by advertisers and publishers, Hildreth Press recently installed a 64-page two-color web magazine press and a five-color sheet-fed rotary press. These two units, added to our 17 other two-color presses, provide a complete range of precision color printing equipment crewed by experienced pressmen.

If your catalog, house organ and/or advertising materials can profit from the tremendous added appeal of color we will welcome an opportunity to discuss the possibilities with you.



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Are We Prepared For The Shorter Work Week?

By FRED T. ALLEN, Vice President—Manufacturing*

Pitney Bowes Inc., Stamford, Conn.

♦ DURING the last 50 years the average work week of industrial employees has decreased markedly from 70 hours per week to the present average of 40 hours. The common six day work week has been replaced by a standard of five. Throughout this period, the average income and standard of living of all employees has risen tremendously, and everyone has been able to use their increased time away from their jobs to better personal advantage.

This is as it should be.

However, this steady increase in wages has led all industry to seek ways of reducing costs through the accelerated introduction and use of semi-automatic and fully automatic machinery. This has been true not only in the factory, but also in the clerical fields with the increase in the use of better business machines. The magic catch word "automation" has become synonymous with that of "progressive management." In spite of the high costs of installing automatic machinery, the savings which accrue have forced more and more management decisions to purchase and employ all types of these labor saving devices.

Although the effect of increased mechanization will probably be felt slower than popular belief, inevitably, it will still further decrease the hours worked by all. Automation has already had a meaningful effect on the automotive and steel industries. The immediate effect from any further decrease in the work week will obviously be an increased hourly wage to maintain and continue the advancement in living standards. In turn, any advance in hourly rates will continue and accelerate the trend toward more complete automation. Thus, the history of the decreased work week, from 80—70—60—50—40 and less hours, will continue. This will not only affect industrial employees, but like ripples from a stone thrown in a pond, will soon be felt by all.

As everyone finds less time required for the production of goods and services, conversely, everyone will find more leisure time which can be used wisely or unwisely, selfishly or unselfishly, constructively or wastefully. We should now begin to consider the consequences of our ability to produce all our necessary material things in less time. The result must be to free all men to pursue their ultimate destiny.

Let's take a look at the average American. (Maybe this applies even to ourselves.) He works about 40 hours each week and enjoys a multitude of material things of which his grandfather had not even dreamed. He lives comfortably and enjoys himself, has a car and plenty of time to go fishing, golfing, or riding with his family. However, can he, or many of us, face one's self in the cold uncompromising morning and say "You're a pretty good fellow, you're really making a worthwhile contribution."? Very few can truly believe that they can make this statement. Most people are complacent with their present state of well being, and assume that their small efforts toward "progress" are not really needed. This complacency and continuous pursuit of pleasure, as an end to itself, led to the destruction of the greatest civilization on earth—Rome.

The true tests of the success of our democratic-capitalistic system is not whether we can out-produce the rest of the world in material goods, but whether we can produce these goods and at the same time, free men's time to increase our knowledge of the arts, sciences, religions and humanities; and more important, whether we can obtain maturity of knowledge in the art of living together. We seem to be achieving our goal of ever-increasing production, but we must seriously question whether we have learned to use our "leisure" time to the best advantage.

During the next few years, as this evolution continues, it will bring this challenge squarely before us all. Our system, as opposed to any totalitarian system, is dedicated to man's freedom. However, this freedom must be used for the advancement of civilization, not the advancement of pleasures and self-interests. The leadership for seeking this fulfillment must come from educators, religious leaders, and industrialists.

People's dormant and unused talents must be developed through increased use of additional educational courses, and through extension courses in our universities. All should be encouraged to attend these courses, which should be stimulated by financial assistance if necessary. (Perhaps some of the increase in hourly wages could be used in the form of support for the future education of our employees.) Interest in creative-cultural activities should also be fostered. We must insist that high school and university curriculums continue to include, and improve upon, their courses in the humanities.

Let us make sure we use our growing leisure time profitably.

Mr. Allen, author of this month's guest editorial, has been a director of MAC since his election to that post by the Board, March 19, 1958, to serve out the term of Leo Pantas, vice president of Yale & Towne, who resigned because of out-of-state activities. Mr. Allen has been associated with Pitney-Bowes since 1938, following his graduation in 1938, and is now vice president in charge of manufacturing. He has been active in civic affairs in Greenwich where he resides, particularly in educational, town government and in scouting activities.

Plastic Film Company's plant in Plainfield.

Versatility in testing is evidenced by this Chrysler and Plastic Film built flex tester in use testing vinyl tive trim materials.

Formula For Success

■ EVER since colonial days the people of Connecticut have excelled in mechanical ingenuity and skill. These qualities, in addition to their Yankee shrewdness and versatility, have enabled them to conceive, to produce and to market, all over the world, a great variety of machines and machine-made products. Mention textiles and textile finishing, firearms, hats, clocks, bicycles, locks or machetes and the names of as many Connecticut towns, made famous and often wealthy by the early manufacture of these and similar products, automatically come to mind. If in more recent years the development of areas with lower labor costs has caused Connecticut to lose preeminence in some of its older industries, the continuing characteristics of the State and its people have brought it many new industries to take the places of the old: airplane motors and parts, helicopters, submarines, electrical household utensils, optical lenses, chemicals and plastics, to name only a few. Whenever ingenuity, versatility and skill have been required, Connecticut and its people have not been found wanting.

Idea That Helped Plainfield

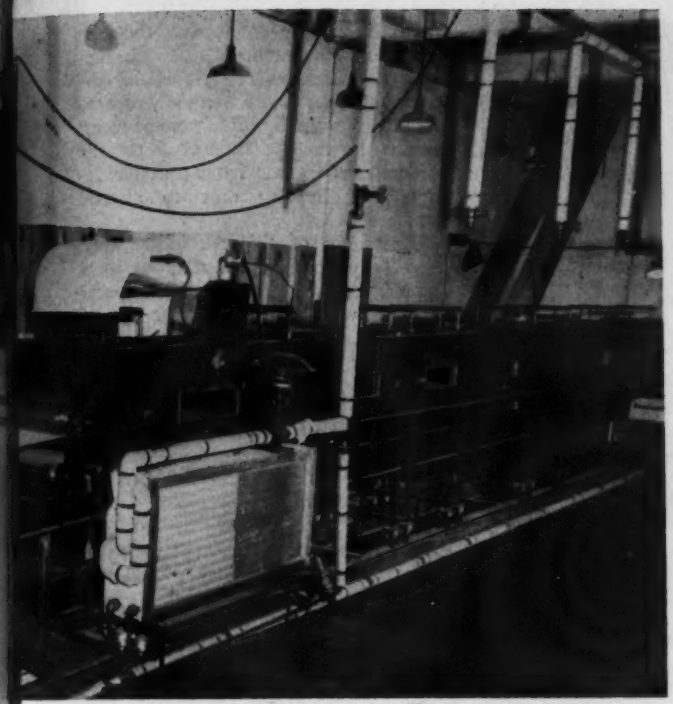
In 1935 the town of Plainfield was hard hit when its one large industry, the Lawton Mills, manufacturers of fine cotton goods, closed its doors after a series of disastrous strikes. For some years the Lawton Mills buildings lay idle; many of their former people had to travel each day as far as East Hartford or New London for employment. Then in 1943 the more modern section of this large plant was bought by a young and unknown plastic company. Although this company had been in existence for almost two years of intensive research work, it still had no business, no products and very little money. But it did have an idea—a somewhat revolutionary idea—for a new method of producing thin films of plastic. Such films were badly needed by the Government just then for the protective packaging of airplane motors and other delicate machinery to be shipped overseas in the war effort but they were not to be had. This young plastic company had an idea how these films might be made and it had courage. It was determined to make them available to the Government in quantity.

In May 1958 the Manufacturers of Plainfield gave a showing of their goods in the Town Hall. Of outstanding interest, because of the great diversity of its wares and their end uses—a diversity so great that today people all over the world are directly or indirectly using one or more of these products every day—was the exhibit of Plastic Film Company, Incorporated —the young plastics company which had come to Plainfield in 1943 with little more than an idea. From that idea, in the intervening years, have evolved the great variety of things displayed by the company in the Town Hall fifteen years later. The story of development and the results as seen through a description of Plastic Film Company's exhibit is sketched in the following paragraphs.

Starting From Scratch

After buying its plant in July 1943 the company had to design, build and install its first semi-experimental production machinery. The process which it had developed and tested in laboratory and pilot-plant, is known as "casting". Briefly stated, it consists of spreading a thin layer of plastic in liquid form—either a solution or a dispersion—on a continuous sheet of specially surfaced paper. Drawn through a long, hot oven, the liquids are evaporated from the plastic mass leaving a thin, tough film lightly adhered to the carrier paper from which it is easily stripped at the "dry end" of the oven.

Early in 1944 the company's first product, a plain, cast vinyl film, was eagerly seized upon by the Government. "Heat-sealed" into bags, it was used to protect the propelling charges for field guns in the South Pacific war area. But the vinyl plastics from which



Product development requires the tools of research. This experimental coater and oven provides a short cut in the development of many new products.

Here a motor and speed changer are being tested for vacuum retention in accordance with a proposed new test method.

Examples of the company's products here include luggage, waterproof Syntilon clothing and newly designed batteries utilizing the unique electrical properties of Condulon.

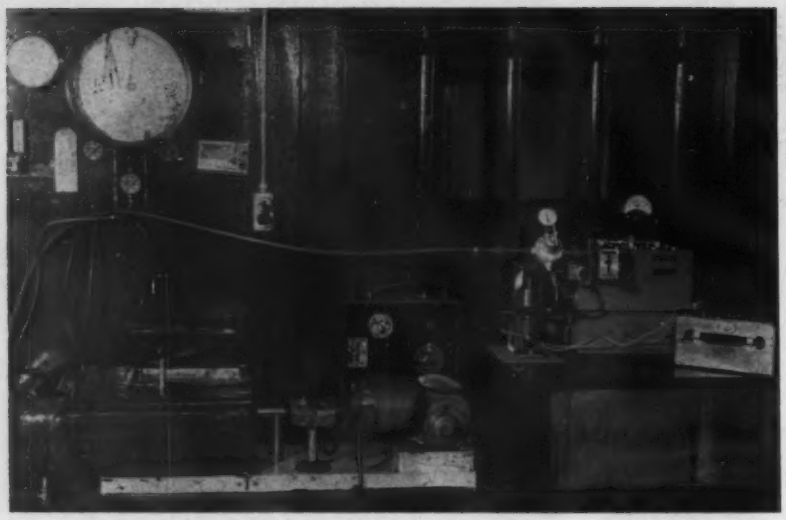
these films were made were in short supply and needed in such volume for insulating the wiring of new ships and field telephone lines that after a few months the Government discontinued the bag program. In the meantime, the company had developed and submitted for testing a new packaging material to which it gave the tradename "Plastin". A composite of vinyl film and aluminum foil, backed by cloth or paper, this sheet was found so superior to other means of protecting delicate machinery from moisture and "moisture vapor" that it was adopted by the Government, late in 1944, as the standard product for this purpose. So important was this material in the war effort that, as long as the war continued, Plastic Film Co. was not authorized to use vinyl resins for anything else. Still sold regularly to the Government, in more highly perfected forms, "Plastin" continues to be one of the company's most important products and it is appropriate to begin our inspection of its exhibit by examining the several samples of different types of this original material on display.

Products Dramatized In Exhibit

With the war's end in 1945 the company found itself with an expanded plant but neither business nor peacetime products. Staking its hope for survival on research, it soon discovered and developed a hidden asset in its film casting process. By printing the carrier paper with special inks before the plastic mass was spread upon it, the inks could be made to adhere to the film during the drying process. This printed film could then be stripped off cleanly and the carrier paper re-used. From this beginning the company slowly built up its present diversified line of peace-time products. But research is expensive and those who were with the company in those days will never forget the forty-four consecutive months during which Plastic Film Company lost money in every month but seven. From this beginning, also, have come the knowledge and skills which have given the company its present preeminent position in the printing of such elastic materials as light plastic films and light knitted fabrics of cotton, rayon, nylon, orlon and wool.

The company's proficiency and versatility in printing were illustrated by the materials displayed on another exhibit panel. In striking contrast to the "Plastin" samples was this array of brightly colored and gay patterned printed films; some for shower curtains, some for kitchen curtains, some for draperies, in a variety of widths, weights and types and made of both vinyl and polyethylene plastics. A third panel displayed more bright patterns for similar end-uses but these prints were not on plastic but on cottons, rayons and fiber-glass. An assortment of items for the bed-room came next. It included printed cotton blankets, printed materials for bed sheets and pillow-cases and for matching sets of drapes and bed-spreads.

Still in bright colors but with changing fabrics and smaller, for the most part more juvenile patterns, was a collection of printed light-weight cotton jerseys, knitted acetate tricots and nylon fabrics for infants' wear, ladies night-gowns, men's shorts. Some of these were in plain colors; some water-proofed by the company's "Syntilon" process—the addition of a soft and almost unnoticeable film of vinyl—which makes them ideal for baby-pants and dress-shields. There was a collection of high-styled, bright, modern prints for ladies' beach and summer dresses, and also heavier material, with specially formulated vinyl coatings for such diverse uses as table-cloths, "sleeper feet" (for the soles of infants' night-suits), waterproof mattress ticking and gloves for driving and for household and garden use.



Diversification in products means diversification in testing. Shown here is some of the equipment used to evaluate properties of finished products.

Another panel displayed a line of heavier fabrics with embossed or grained plastic coatings in some eighty different solid colors. This was the automotive collection—sold to all of the "big three" automobile manufacturers for the interiors of their cars. A similar but somewhat smaller line incorporated the special characteristics required by the manufacturers for the highly styled, tough but light-weight outer covering of hand luggage.

Today's Exclusive Specialties

The last panel in the exhibit displayed samples of "everything else" that the company presently makes and sells. If these products appear less colorful than the others and their uses less obvious, they are nonetheless interesting. We are told that they make up a most important part of the company's present (and probably future) sales. What in the world are they? The answer is they are many, very different things which the company has developed: they are "specialties" in that, because of patent protection, "know-how" or the necessity for special equipment to produce them, they are, for the most part, not made by anyone else. Some are already selling in large volume. Others, believed to have high potential, are only just getting started and together they constitute what might be described as the company's "growing edge."

The "Timesfax" papers were developed for use on electronic facsimile reproduction machines. These specially coated papers receive and duplicate a picture, map or page of print transmitted telegraphically over long distances, in the form of electronic impulses, from a central sending machine. They have been used primarily and in large volume by the Government for almost continuous distribution of weather maps to airfields and newspapers all over the country. "Stenafax" paper is used for electronically cutting stencils used in mimeograph machines for multiple reproduction work; the "Planofax" sheet to make "offset plates" for similar purpose. These three patented papers share a common requirement for extreme care and microscopic accuracy in the physical, electrical and chemical aspects of their coating.

There are samples of films, both plain and "infibrilated" (reinforced by unwoven fibers), of the types sold to manufacturers of adhesive and other kinds of surgical bandages and for making pouches in which surgical sutures are kept hermetically sealed and sterile until the very instant of use.

A dark gray sheet—which in reality is a white film superimposed on an opaque black film and backed by cloth—is a sample of lining material which makes draperies flame-proof and impervious to light.

The film marked "Cyclewild" is a patented adhesive. Under heat and pressure it bonds metal surfaces together with strength approximating that of a true weld. Heretofore used mostly in certain types of printing to secure the type plates to the revolving drum of the press, it has recently been approved for use in much greater volume in connection with "classified" apparatus, involved in advanced atomic research.

The stiff, black sheets of "Condulon" shown in the exhibit are also made of plastic although they do not have the appearance of plastic. Loaded with a high content of carbon, to make them electrically conductive, they are samples of a patented product tradenamed "Condulon", developed for the manufacturers of dry batteries, particularly those small, high voltage units needed for the operation of all manner of delicate devices, from portable radios and hearing aids to electric watches.

Last item of this specialized line, also fully patented, appears to be a coarse, unbleached muslin, some pieces printed with criss-cross lines in red and blue, others bearing the familiar names of Swift and Armour, which reveals the fact that this is a product used by the meat packers. Closer inspection shows that this cloth has a light plastic film on one side—actually a very special film which took many years of effort to develop. For this film must be porous, so that when the material is wrapped around a carcass of beef, lamb or veal it will "breathe". Too little porosity will make the surface of the meat slimey; too much, and the wrap will do no good. But if it is *exactly right* it will keep the surface of the meat looking freshly killed and reduce loss of weight from evaporation to a minimum, thereby returning to the packers an additional profit over and above the cost of the material and its application.

Leadership In Human Relations

If any single word, more than any other, expressed the philosophy upon which Plastic Film Company's business has been built, that word would be "cooperation". It has been the company's good fortune from the beginning, to represent to a high degree a real partnership between capital, management and labor. Twice each year top management meets with all employees, reports results and prospects and discusses any new ideas or suggestions which may be submitted. The company's more than four hundred employees participate in a profit-sharing plan and have available to them the facilities of a very active credit union for low cost loans or investment and a retail store at which they may buy company products at the lowest prices. Plastic Film Company Inc. has come to be recognized as one of the State's progressive leaders in employee relations and personnel practices.

Alfred C. Bruce, Executive Vice President and General Manager of the company since its inception, in explaining how such a young company happened to be making such a variety of products and for so many and such diverse end-uses, said:

"Our film casting process, and the machinery we have developed to apply it, are unique in the industry," said Mr. Bruce. "Weight for weight, our

(Continued on page 28)

Creative Pricing

By L. J. AUBRECHT, Senior Business Consultant
Ebasco Services Incorporated

L. J. AUBRECHT

♦ THE term "administered prices" is generally misunderstood and means different things to different people. Actually it may mean government controlled prices as well as prices determined by the individual producer in an industry.

According to certain people, prices administered by the Government are immediately beneficial but those determined by company policy are something else again.

In considering this subject, the fundamentals of market pricing must always be kept in mind. Market or "unadministered prices" are, theoretically at least, based on the law of supply and demand. Sometimes they are called "flexible prices." The latter are deemed—by some economists and legislative guardians of our economic welfare—to be fair and beneficial.

As a matter of fact there is little evidence to support this beneficial theory especially with respect to products for which the demand is relatively inelastic. Indeed, it is in this category that the evils of ignorance and greed are evidenced. Prices are cut on the basis of rumor (ignorance) and a desire to "steal" the other fellow's business (greed) without affecting the over-all long-term volume of shipments. And, prices are raised during short supply without regard for the effect on the consumer or over-all market for product (ignorance) as well as the desire to make a killing (greed).

Now what about so-called administered prices. Let us see what a much publicized economist has to say. In 1935 Dr. Gardiner C. Means, then Economic Advisor to the Secretary of Agriculture in discussing the Problem of Price Inflexibility said:

> " . . . This shift to administration has brought a new type of competition and inflexible administered prices which disrupt the workings of the market... This inflexibility has impeded the balancing of trade between nations, disrupted the workings of monetary policy, brought the banking system to its knees, obstructed the full use of human and material resources, disorganized the flow of savings into useful equipment, brought an unbalanced national budget and greatly increased economic insecurity."

This is quite an indictment. Yet in the very same paper the following words appear: "Administrative coordination—the very thing that has made modern technology and a high standard of living possible . . . "

Twenty-two years later, Dr. Means who is still lambasting administered prices conceded in his testimony before the Senate Subcommittee:

> "Administered prices represent a way of doing business that leads to greater efficiency and higher standards of living . . . Without this method of pricing, big efficient industry would find it almost impossible to operate. Administered prices are an essential part of our modern economy."

Because of the confusion with respect to the meaning of the term "administered pricing" and because the term itself is so suggestive of the New Deal creations, including NRA, let us talk instead in terms of "creative pricing."

My concept of "creative pricing" includes recognition that there are things other than price necessary for one to compete successfully. These include the creation and selling of use values . . . the product does a job better; is easier and less costly to handle; is stronger; etc. I mention this because anyone can cut price, but it takes skill, courage and money to compete creatively. In creative pricing an important function of price is to provide revenues for the research, development and technological improvement so necessary to bring greater value to the user.

In creative pricing another function naturally is to recover the out-of-pocket costs for raw materials and processing. Provision also must be made to recover the costs of selling, warehousing and delivery, and general administration.

One that producers have a real interest in is to provide for a profit sufficient to generate a reasonable yield on an investment. Bankers are quite interested in this too.

Last but not least, a creative price must provide for the replacement of obsolete plants and equipment long before these are worn out. Operating costs include provision for depreciation at allowable rates, but under our system these recoveries are limited to original costs not present day replacement. Only through creative pricing can one generate the funds necessary to compete successfully with competitors who do take advantage of technological development.

Now we all know that in the long run the laws of supply and demand do influence price. Price will always be a stimulant to consumption, but it must do this at levels that support stimulus for a company's—and an industry's—progress and growth.

Oh, you say, he admits that price is a stimulant to consumption. And, maybe you're saying to yourself "just give me enough volume and I'll make out all right." Well, I worked for a gentleman many years ago who believed just that. I'd say to him—"Pop, you can't sell linoleum at these prices —they are below our cost." Pop said, "So what—I'll make it up on the volume." And three years later poor Pop went bankrupt. Sure, price is a stimulant, but it must be at a level to recover all these costs we are talking about.

Creative pricing is based on knowledge and evaluation of facts—not on hunches, rumors or hearsay. To price creatively one should know his costs, how they compare to others in an industry, and the true market price situation. Is a drop off in sales volume the reflection of diminished market demand; a result of deliberate reduction

(Continued on page 25)

How To Dig Up Case Histories For Advertising

By JOHN B. FAIRBAIRN, President
Fairbairn & Co., West Hartford

Ed. Note: It may be recalled that a three-part article entitled, "Guide to Marketing Road Maps" was prepared by Mr. Fairbairn, author of this article, which was published in the April, May and June issues of Connecticut Industry. Due to the breadth of his experience in all phases of marketing, particularly in research and advertising techniques, CI asked him to outline the steps necessary to the preparation of "Case histories" that are now being used so effectively by many companies to secure "leads" from their advertising.

JOHN B. FAIRBAIRN

■ SOME men argue it can't be done. Yet each issue of magazines like *American Machinist and Mill & Factory* and *Machinery* will carry 20 to 30 advertisements built around case histories.

Everyone concedes the great pulling power of these ads that tell how the user benefitted from the advertiser's product. "Case histories are fine for Goodrich," people will say, "but they won't work for us."

One Connecticut ad manager pointed out, "Our company makes apparatus to special order for high temperature equipment, and the specifications are confidential, so we can't expect our ad agency to run down our customer list and pick off a dozen interviews". He belonged to the group finding the use of case studies difficult.

His remark highlights the problem that stymies many industrial firms attempting case history advertising—the problem for his group, always tedious and often thankless, of locating the *right* customers to interview.

As he said, twelve interviews are all that are needed for one year's advertising to one market. Even when many specifications are confidential it is not too difficult to locate some non-confidential applications among customers who will consent to interviews. But are they the *right* customers? Do the stories of their installations illustrate the really important selling points in the advertiser's message? Do the customers keep quotable records on the installations, which an advertiser needs for writing fact-packed stories of cases? Many customers must be investigated before the few eligible to be interviewed can be located.

Yes, here is the point where many would-be case history advertisers get stymied. They say the job of locating suitable customers for interviewing can't be done. What they mean is: it can't be done—easily. Many of us have seen, for example, in the early days of bookkeeping machines, how easy it was for the case reporter to walk in on *any* customer and walk out with a story. Customer selection was merely a matter of picking one in an industry to which advertising would be directed. It was natural to assume this method of lining up interviews with the right customers happened to be the only method. Yet because other customers have had to work harder to arrange interviews, their methods merit examination.

Sleuthing Your Own Records

Methods of locating the hard-to-find interview with the right customer usually start with detective work among the sales records. Here we find two sources of information:

1) Daily invoices.

2) Correspondence with the field force.

Where the advertiser sells directly to the customer, the invoices show the type of goods bought and the customer's name, from which you can look up his type of business. Where sales are made to distributors you find out, from both the nature of the goods and the sales volume, which distributors you may develop as bird dogs for interviews. Correspondence with the sales force can be in many companies, your principal tip-off to interview leads, in which case the invoice records are used for checking.

However, it is important to have the records searched by an experienced person. He or she should (a) know the advertiser's products thoroughly (b) know the important sales points (c) be able to sense which sales might have a story illustrating the sales points. Often this work becomes part of the routine of a sales promotion man, as a preparation to sending bulletins to the field force. Yet the work might also be done by an experienced sales clerk, an advertising man, or in the case of companies without advertising departments, by the advertising agency.

Once you have listed customers names, and related information, for potential case interviews, you begin to weed out the list. (Incidentally, it is often convenient to list each name on a 3" x 5" card.) The next step is to consult the engineering department, or, in some companies, the sales correspondents. Here you can learn whether or not an installation is likely to be confidential. You get a quick opinion on the story-value of the application. You learn the period of months that must elapse before performance data will be ready. You can get the names of customer's engineers who might have information for the story and of course you come back to your engineers later for background details after you have determined whether a case has possibilities.

(Continued on page 34)

Making Facts and Figures Come Alive

By WILLIAM J. AHLFIELD
Staff Writer, Speeches and Special Assignments
United States Steel Coporation, New York City

W. J. AHLFELD

■ A PRIMARY duty in business communications is to interpret facts and figures in the clearest, simplest and most human manner possible. But one of the worst sins is a frequent failure to be either clear, simple or human.

Sometimes we who write and edit in business communications try to duck our responsibility for clarity by blaming the subject matter—the dismal, confusing (to many) terms in accounting, the strictness of statisticians and the insistence of financial people that all "t's" must be crossed and all "i's" dotted.

Writers and statisticians, however, should work together with an understanding of each other's problems. Such teamwork can produce accurate and even readable copy. But, I do not believe it is possible merely to use the code of accounting and presume that you have communicated something of interest to a great many people.

A little principle borrowed from teachers guides me. It is simply this: People are able to learn almost anything but willing to learn almost nothing unless they can make what they learn a part of their lives.

To me, therefore, this job of making business facts and figures come alive—to employees, for example—depends more on making the facts meaningful, than it does on making them colorful. And, to make facts meaningful, a writer obviously should know first exactly what the facts mean, himself. For that knowledge he must depend on the experts in financial matters.

"It ain't so much the things we don't know that get us into trouble," said Artemus Ward. "It's the things we know that ain't so."

More Than Strip Down and Dress Up Technique Required

It seems to me, also, that the breath-of-life for a business fact is much more than a matter of goofing it up with a graph, making tiny pictograms with funny faces or using great gobs of color such as red for costs and serene blue for profits. It depends as much on stripping the fact down as it does in dressing it up.

I believe you must take such things as profits and costs and talk of them in terms that relate to a person's interest: his pocketbook, his job, his family's security, his health, his safety at work, the progressiveness of his company, the strength of our country and similar things that we all really care about.

Du Pont shows in pictures how new businesses and new jobs derive from research and how research is possible only through profits.

Last year, my company tried its first special report to employees. It tried to show them how they would have fared for the year if U. S. Steel were divided up equally among employees and each owned his individual share. This brought the financial figures down to a size that was much easier to grasp. And it dramatized the problem of depreciation for it demonstrated that if the employee had been in business in that way he would have had to dip into his personal savings to cover a deficit caused by the law's inadequate allowances for depreciation.

We have, throughout American industry, many such new special reports to employees; we have more films, more reading rack services, more bulletin board materials, more letters to employees from the boss and somewhat more straightforward presentation of business information in many employee publications. In short, we have more, and much of it better material to present than ever.

Beliefs Out of Tune With Facts

Yet, a Gallup Poll recently revealed that eight out of ten people either believe U. S. firms earn a profit of over ten per cent a year or say they do not know what the figure is. One out of ten, however, estimated profits as 50 per cent or over. Actually, over the past 30 years, industry has made an average profit of 3 to 6 per cent on sales and 6 to 12 per cent on the investment dollar. These are profits after taxes, of course. I just don't understand how you can talk about a "profit" *before* taxes.

But these averages and false estimates are really only indications of a general nature. Employees are not, in my opinion, concerned too much about the *general* level of profit. They are concerned about the *particular* profit of their industry and it is the employee's estimate of that level which is of real interest to his employer.

My company, United States Steel, set out to get this kind of specific information in a survey of three of our steel communities. To the question, "What per cent of profit on sales do you think the average steel company makes?" the median guess of the people polled in the three communities was 20 per cent.

When these people were asked what they thought would be a reasonable rate of return, a majority said they did not know—that was 52 per cent of them. But the rest said that about 15 per cent profit on sales would be a reasonable figure. Actually, U. S. Steel earned about 9 per cent for the year on sales.

Apparently unaware of that figure or

of the average profit level in steel, 34 per cent or more than one-third of the people polled in the three communities said that steel profits generally were too high; and among the U. S. Steel employees included in this sample, 47 per cent or nearly one-half said they believed steel's profits were too high.

As the Gallup Poll indicated such incorrect estimates and answers are not peculiar to U. S. Steel. And Keith Powlison, writing in the Harvard Business Review, said that he felt answers similar to these were due to a "lack of confidence in companies' published figures, together with the effects of a powerful adverse propaganda."

His studies indicated that when it is pointed out to an employee that actual earnings are less than what he, himself, thinks fair, he still believes his company earns too much. This hardly makes sense. It may suggest, Powlison concluded, that the employee's point of view may be directed more by emotion than by reason.

However, in another study for the steel industry by Opinion Research Corporation there were sizable differences in what people think of profits *after* being informed. For example, while 42 per cent described steel profits as about right or too small before *being* informed of actual figures, 71 per cent said steel profits were reasonable or too small *after* being informed.

But going back to Powlison's study, someone once said that the way to answer a bad argument is to let it go on. And Mr. Benjamin F. Fairless once told me: "You can't tell a fellow he's wrong and you are right. When you do that, it's like waving a red cloth in front of a bull. The other fellow, like the bull, will charge you." Dr. David Guy Powers, writing in the Public Relations Journal, put it this way:

"You cannot give ideas to others—you can only enlarge on what they believe to be true."

In that famous article with the ungracious title, "How to Play the House Organ," Fortune Magazine summarized: "Management's basic mistake has been to assume that employee antagonism to management was due to misinformation and ignorance about the capitalistic system—and that this antagonism could be dissolved by educating the worker and selling him the system with the same technique, speed, and high pressure that industry has used in selling him breakfast food and refrigerators."

Truth Can Counter Lies If Properly Told

I think that since the time of that article—1952—management has made far more sensible and sophisticated approaches to the problem than Fortune indicated. I also believe Fortune neglected to emphasize two very important factors: One is the persistent campaign of lies about profits which I believe only the truth can counter. The other factor is a persistent lack of interest generally in financial facts which only a simple, clear and human explanation in terms of personal interest can change.

There are, as I have indicated, some dangers in getting blunt and answering lies with direct denials and the truth. But, I firmly believe these dangers are more in the methods used than in the principle, itself. I realize it is easier to slap down a half-truth than to paint the whole picture. But, I sincerely believe that employees not only will recognize but will accept a clear presentation of financial facts provided they are not (a) patronizing, (b) sugar-coated or (c) too cute.

For example, I believe you must be very careful in telling employees how generously they have been treated. It is natural for management to want to do it. But the danger is in the method of doing it which sometimes takes the form of comparing wages with profits. If it is somehow implied through such comparison that the wage earner gets a much better break than the shareowner, you can get into trouble. Carried to a logical conclusion, the spread between profits earned and wages paid could be to the point where the company suffered a loss. Then, the company's wage payments versus dividends would show a really generous bias toward the employee. But it would be a pretty bad outfit to work for. Using this method of explanation seems patronizing to me.

Another danger in method is to rely completely on such formula concepts as the Flesch or Fog Index. These yardsticks of clarity are useful but a nice, low syllable count is no substitute for content. I think it is far more important to say *something* with difficult words than it is to say *nothing* with simple words and short sentences. Let your Flesch be willing but don't let your spirit be weak. In other words, don't substitute a sugar-coating for substance.

Finally, I notice in much financial writing a strained effort to be different. Sure, you must pour old wine into new bottles now and then if you want to have it sampled. But I believe financial people may be right in wondering whether the semi-chaos of terms we writers use to describe business facts and figures are any better than the older, traditional ones. They, at least, had the advantage of repetition. Perhaps the answer is to try to be clear rather than cute.

Education Needed On Economics of Production

We sometimes talk about the challenge in communication as a need for more "economic education." Saying it in just that way seems dangerous to me because I'm not sure exactly what others may mean by that. I took a course in economic theory at an eastern university and it gives me the shakes to think that perhaps that might be what others have in mind.

Economics is a vast, complicated and controversial subject. Many people think it is a science, many others do not. It depends on what you believe about a balanced budget and deficit spending. It depends on whether you think creeping inflation is or is not the inevitable price of full employment. It depends on how you reason: from the collected facts or by applying a set of "laws" of economic behavior.

In class I found that so-called "economics" can be either classical, neoclassical or out-and-out Keynesian. But the kind of economics I think we want to "educate" employees about isn't taught as a theory or in school. It's the economics of production—a branch of study and thought in actual practice in business today and taught best by practical experience.

What I think we in communications want to do is to show people what the problems of business management are, and get them to understand the interpretation of facts that people who manage must make to keep a business going. This information is very important to employees and it can certainly be made part of their lives for it affects their job, their standard of living and their security.

In the economics of production, profits are not an evil which needs an apology. The workingman's enemy is not a high profit but high costs. Profits do not devaluate the money in his paycheck, but high cost can lead to that.

Truth and Sincerity Best Weapons

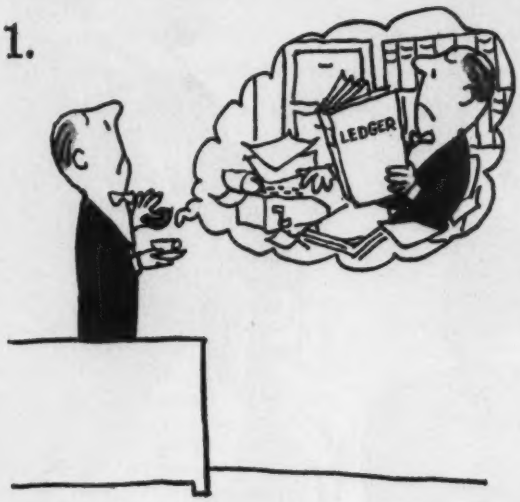
There probably always will be differences of opinion between the men who are paid wages and the men who receive salaries. I doubt if all our words, charts, pictograms or pictures will ever change that condition. I doubt, too, if our job is to help eliminate all differences even if that were possible.

But, consider this: the facts that management and labor look at are really the same facts. Yet, somehow our most serious business problems seem to come from differing interpretations of those very facts. We know that union leaders and their friends can and do distort those facts. And we know, too, that we really have only

(Continued on page 38)

Pack up your troubles in your new kit bag

1.



"I'm aching for a Group insurance plan," said Ray Martell,
"But I can't stretch my budget for the extra personnel.
I've only ten employees, and with all that paper work
I'd have to let my business hang and double as a clerk."

2.

Undaunted, Travelers' man replied, "No need to add a crew.
Let our Administrative File save paper work for you.
From adding names to paying claims this kit has all it takes
To let you handle Group insurance during coffee breaks."

3.

"With Major Medical and pensions, health and life to boot,"
Exulted Ray, "my men are safe—their future's absolute!"
Within a week he made a claim (the acid test was passed):
The kit did almost everything but mix the plaster cast.

4.

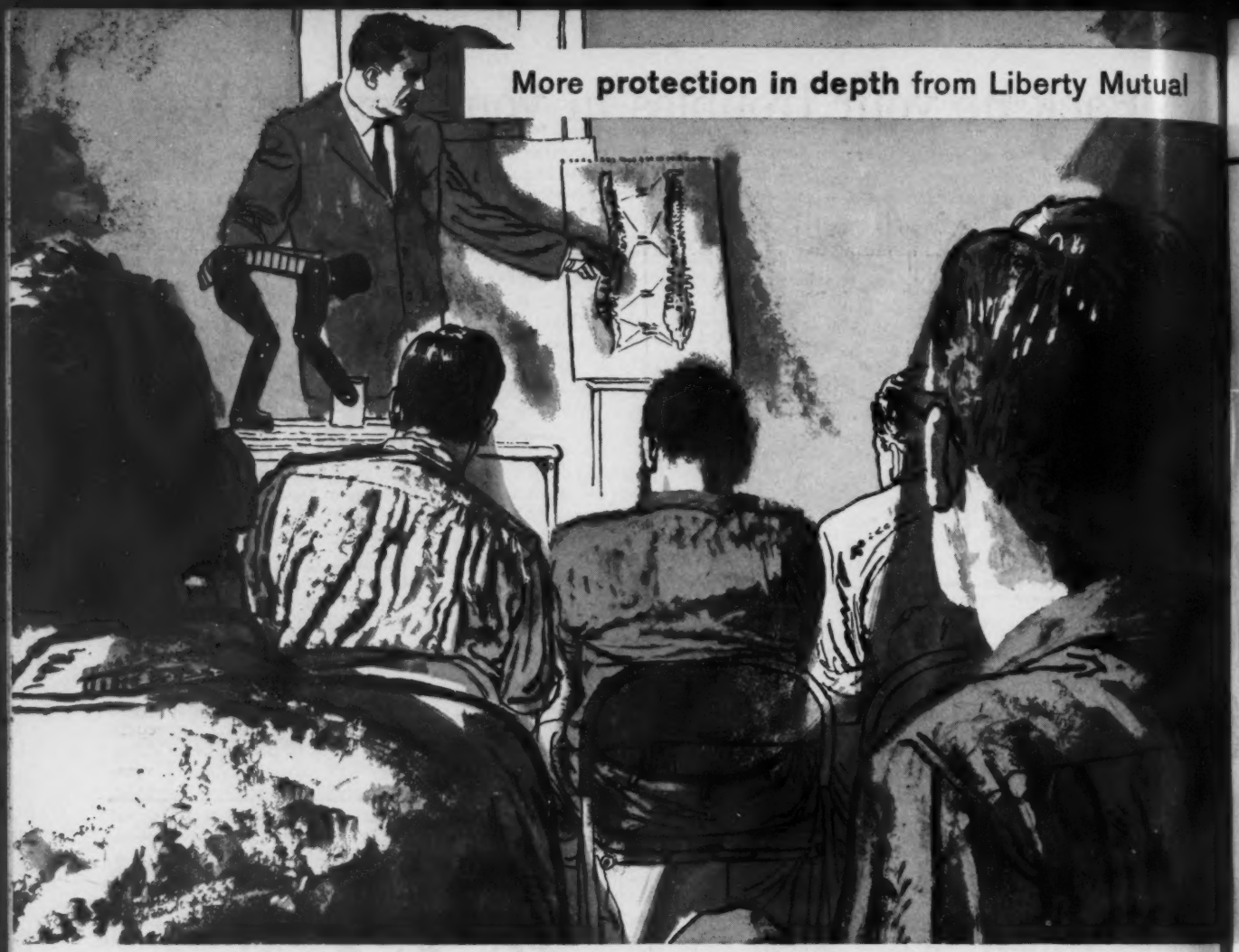
So, now Ray's loyal men praise Travelers' sure security,
And Ray extols The Travelers' kit for its simplicity.
As few as ten employees* can enjoy this Travelers plan,
And you'll appreciate the kit—so ask a Travelers man.

AMERICAN BUSINESS SECURITY THROUGH THE TRAVELERS

THE TRAVELERS
Insurance Companies
HARTFORD 15, CONNECTICUT

*Minimum of 15 required in Florida.

All forms of business and personal insurance including Life • Accident • Group • Fire • Marine • Automobile • Casualty • Bonds



Lifting Robot helps Liberty Mutual safety engineers dramatize back injury hazards for plant foremen. Liberty offers numerous other visual aids in the supervisory training program.

New way to raise your production levels and lower your compensation costs

Back injuries are still a major industrial problem. They cause suffering, slow down production and boost the cost of your compensation insurance. To help policyholders curb these injuries, Liberty Mutual's safety engineers instruct plant supervisory personnel in proper lifting techniques.

These experienced men can show your supervisors dozens of ways to improve the safety records of their workers. Whether you employ 25 people or 25,000, you can call upon Liberty for a wide range of extra services that is unusually broad in its scope and thoroughness.

Protection in depth has helped make Liberty the nation's largest writer of compensation insurance. Last year, it also helped us return $4.8 million under retrospective rating plans and $18.1 million in dividends — $22,900,000 savings to our compensation policyholders. More than that, we helped many policyholders earn experience rating credits which will reduce their future premiums. Liberty Mutual policyholders also enjoy premium discounts allowed under rating plans in the amount of a little more than $3 million.

You can buy protection in depth only from Liberty Mutual. Write or phone our nearest branch office for full details.

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Business Insurance: Workmen's Compensation, Liability, Group Accident and Health, Fire, Fleet and Crime

Personal Insurance: Automobile, Fire, Inland Marine, Burglary, Homeowners'

News Forum

This department includes a digest of news and comment about Connecticut industry of interest to management and others desiring to follow industrial news and trends.

♦ A PLAQUE commemorating 500,000 hours of operation without accident has been awarded to The Patent Button Company, Waterbury.

Philip Vannais of the Liberty Mutual Insurance Company presented the plaque and David S. Hart, president, received it for the company.

At the same time a special certificate of merit was given to George Panilaitus for his work as safety inspector. A feature of the occasion was the award by the company's Safety Committee of a silver dollar to each company employee. This was done to emphasize the committee's slogan, "safety pays in many ways."

♦ A UNIQUE periscope system, which will serve as a navigational aid as well as a viewing system, has been designed and is being built by the Perkin-Elmer Corporation, Norwalk, for the National Aeronautics and Space Administration's Project Mercury manned space capsule.

The purpose of the periscope system, which presents its information on an 8" diameter viewing screen within the space capsule, is to allow the man to view the earth below him and from what he sees make measurements of his altitude, direction and position in space.

♦ CORNELIUS V. YOUNG has been named controller and office manager of the Bradley Semiconductor Corporation, Hamden. He will be responsible for developing administrative programs to take care of the substantial enlargement of the personnel force to meet the needs of the expanding product and sales development program inaugurated this year.

Stewart G. Wackel has been named chief purchasing agent for the company. He will handle a purchasing operation which has been rapidly expanding to keep pace with the 110% increase in Bradley's sales volume.

♦ THE CARPENTER STEEL CO. has named Fenton R. Mitchell, Jr., assistant branch manager of the New York and Bridgeport warehouses. He will assist the district manager in the operation of these branches.

Mr. Mitchell, a member of the American Society for Metals, joined Carpenter in 1951 as an inside salesman. In 1953 he became a sales representative in the Hartford territory and in 1955, sales representative in the Bridgeport territory.

♦ WARREN E. GARDNER, Jr., has joined Pitney-Bowes, Inc., Stamford, as editor of its employee magazine, "Pitney-Bowes Bulletin," and member of the postage meter and business machines company's public relations staff.

Former public relations officer in the New York State Department of Public Works, Mr. Gardner most recently was a news writer-producer for Radio Station WNEW in New York City.

♦ A VARIABLE ULTRASONIC DELAY LINE with continuous variation from 100 to 300 microseconds and simulated target velocity to 20,000 feet per second has been developed by Anderson Laboratories, Inc., West Hartford.

The units have application as target simulators for doppler radar calibration and other uses where variable data storage capacity is required.

♦ A BOOKLET listing 115 ways a photocopy machine can be used has just been published by F. G. Ludwig, Inc., Old Saybrook, manufacturers of the Contoura-Portable and the Contouramatic Mark II. Hundreds of applications are listed, with a brief description of the way photocopy reproductions are employed. Almost every type of business, industrial, governmental, educational and institutional activity is covered, from those which reproduce correspondence, accounting documents and personnel data, to those having specialized photocopying needs, such as reproduction of contracts, legal documents, books, technical articles and vital statistics.

Copies are available from the company.

♦ MARVIN LEE has been elected president of Burndy Corporation, Norwalk. He succeeds Bern Dibner, who

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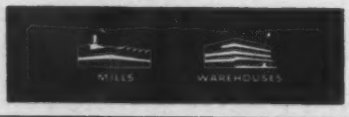

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was elected chairman of the board of directors.

Mr. Lee, formerly executive vice president of Burndy, joined the company in 1924, became a director the following year, chief engineer in 1935, and executive vice president in 1947. He is a trustee of the Polytechnic Institute of Brooklyn and a member of a number of professional and educational societies.

Mr. Dibner, a founder of Burndy, is also president and founder of Burndy Library. He plans to continue his activities for Burndy, primarily in scientific, educational, and financial areas.

♦ JAMES E. LOCKWOOD has been appointed to the position of vice president in charge of market research, product research and development and diversification program, at The Greist Manufacturing Company, New Haven.

Prior to joining Greist, Mr. Lockwood was vice president, treasurer and secretary of Safety Industries, Inc., New Haven. He is a certified public accountant and holds membership in the Connecticut Society of Certified Public Accountants, American Institute of Accountants and The American Management Association.

♦ THOMAS B. RHINES has been promoted to the position of assistant engineering manager and Donald G. Richards to chief engineer at Hamilton Standard, division of United Aircraft Corporation, Windsor Locks. The promotions head a list of major changes in the engineering department announced by William E. Diefenderfer, engineering manager.

The changes, designed to strengthen the division's engineering management in new products, include: Stanley G. Best to the post of chief of technical staff vacated by Mr. Richards; C. Deane McCarthy to chief development and Louis A. Urban to senior project engineer.

♦ THE GAMET Hydraulic Chuck Actuator, a rotating hydraulic cylinder used to operate power chucks, collets, and other holding devices on machine tools, has been announced by Power-Grip, Inc., Rockfall.

The actuator, which can be operated at pressures up to 500 PSI, provides large thrust capacity from a small cylinder. A center hold permits the user to chuck bar stock in a power chuck. The four standard sizes provide a thrust of up to 13,500 pounds and thrust capacity of up to 23,000 pounds can be made on special orders.

The hole in the actuator can be used to hold bar stock or long work pieces, to introduce coolant to the I. D. of the work piece, to permit

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drilling or other machining of the back of the work piece, or to house a mechanism for automatic ejection of the finished work.

♦ CONSTRUCTION of two building additions have been announced by The Fuller Merriam Company, West Haven, manufacturers of grinding wheels.

One addition will house the shipping department while the other will provide new quarters for the mixing and pressing departments.

♦ AMONG PERSONNEL CHANGES announced by The Chromium Corporation of America, Waterbury, is the advancement of William J. Zubrisky to the post of executive vice president. He will be in charge of all operations in the company's three plants located in Waterbury, Chicago and Cleveland.

Edmund C. Knill, formerly assistant plant superintendent, has been named to succeed Mr. Zubrisky as Waterbury plant manager. Ralph G. Colter is plant superintendent with full responsibility for all factory operations. Bernard T. King, formerly sales supervisor, has been advanced to sales manager, Waterbury plant.

♦ THE APPOINTMENT of John Kelly as works manager of Tsingris Die Cutting Corporation, Waterbury, has been announced.

Mr. Kelly was formerly associated with Sikorsky Aircraft as manufacturing research and development engineer. Prior to that he was production supervisor at the Sponge Products Division of B. F. Goodrich Company.

At Tsingris, Mr. Kelly will handle production planning and control, assist in purchasing and customer relations, and work on material control standardization.

♦ TWO PRIME government contracts have been awarded to Harco Laboratories, Inc., New Haven. M. B. Marshall, general manager, has announced that the Army Rocket and Guided Missile Agency at Redstone Arsenal, Alabama and The U. S. Navy, Ships Parts Control Center, Mechanicsburg, Pa., will both purchase Harco Thermocouples.

The Army will use the Thermocouple to measure temperatures in rockets. The Navy will determine the engine bearing temperatures with the Harco iron-construction-type of Thermocouple.

♦ A NEW, economical, bright nickel plating process called "Hi-Thro" has been announced by George T. Hubbell, president of the Seymour Manufacturing Company, Seymour.

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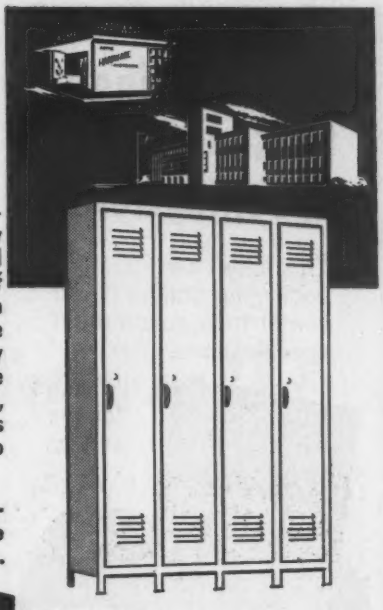
WILSON PRODUCTS
Everywhere...



WILSON'S line of steel products, shelving and lockers are so varied, so easily adapted for any use, that you can find them everywhere, in the locker room of the Country Club, in the supply room at the shop, as a display counter in the paint store, a parts bin on the assembly line, or supporting tons of books in the library. Where ever there is a need, Wilson's inter-changeable products enable our factory trained engineers to design the facility to fill the need.

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Absorption • Surface • Neutral pH

The Rourke-Eno Paper Co., Inc.

Hartford — New Haven
Bridgeport — Springfield

The new product is said to have higher "throwing" power, producing a cleaner, whiter, and brighter deposit, completely free from the black deposits normally encountered in low density areas.

Advantages offered by the Seymour "Hi Thro" include a wide pH range; excellent ductility; exceptionally wide current density and temperature range; quick brightness-building qualities; excellent leveling characteristics; good tolerance to impurities; and high receptivity to chrome and other plating.

♦ EDWIN P. HAY has been appointed sales manager of the Aircraft Controls Division of Gorn Electric Corp., Stamford.

He will direct sales of the company's pressure sensing and control devices for missiles and space vehicles and will participate in its development program for additional new products for the chemical, petroleum, natural gas, power, food processing equipment, automotive, and appliance industries.

♦ FIGURES released by the Kaman Aircraft Corporation covering operations for the first half of 1959 show a continuation of the Bloomfield company's growth trend. New highs were reached in employment, sales and earnings. Subcontracting and the number and variety of research and development programs carried on by the company also increased.

A significant milestone in helicopter history was passed when, near the end of the period, Kaman became the first major helicopter manufacturer to convert to 100 per cent turbine helicopter production.

Sales volume for the first six months of the current year exceeded sales volume for the like period in 1958; $14,196,398 compared to $9,416,473. Net earnings for the period also increased in relation to net earnings for the first half of 1958: $324,859 compared to $207,147.

♦ CONTROL OF Flight Enterprises, Inc., Bradley Field, Windsor Locks, has been acquired by Atlas Corp. of New York, following approval by the Civil Aeronautics Board.

Flight Enterprises, an aircraft overhaul and maintenance company, has been a subsidiary of Transocean Corp. of California. Atlas is forming a new holding company, called International Aircraft Services, Inc., to operate Flight Enterprises and other Transocean units involved in the deal.

Atlas control of Flight Enterprises will mean the entry into Connecticut business of one of the country's largest management investment firms.

♦ JAY BOOTS, president of the Boots Aircraft Nut Corporation, Norwalk, has announced the appointment of John W. Ferguson as general manager of the corporation's West Coast office and warehouse at Pasadena, California, recently established to provide prompt delivery in that area.

Mr. Ferguson has had a background of twenty years of experience in aircraft and missile manufacturing, engineering and sales.

♦ A NEW LINE of illuminated tenite outdoor signs for product or service identification, said to be the first designed through special market studies to meet user requirements, has just been announced by The Products Research Company, New Haven.

Surveys of "what makes people look" revealed that available signs confused passersby, that there was a need to attract lookers quickly and unmistakably identify a business and/or product.

The Products Research Co. set out to overcome the objections unearthed in its studies and to give sign users at modest cost the instantaneous recognition of the sign's message that studies showed was lacking.

The line includes one side and two sides illuminated signs, with and without copy, with or without Hanson industrial clocks for added, habitforming viewing. Sizes were scientifically determined to be within easy viewing scope, and range from 24″ x 50″ to 48″ x 50″ with 6½″ raised, three-dimensional letters in opaque blue, black, or translucent blue.

♦ WALTER R. BUSH, has been named manager of an autonomous electronics department established by Hamilton Standard, division of United Aircraft Corporation. The department will manufacture electronic units for Hamilton Standard products, and for other customers whose products require the control techniques possible through electronic principles.

Located in Broad Brook, the department makes helicopter flight controls, rotor governors, printed circuits, electronic control units for aircraft propellers and air conditioning systems and a variety of small electronic components.

♦ THE SUCCESSFUL completion and acceptance by the U. S. Air Force and Army of the 50 hour preliminary flight rating test for the T55-L-3 helicopter engine was announced by Avco Corporation's Lycoming Division.

This makes the T55, in both helicopter and turboprop versions, the most powerful free power turbine ever

developed in the United States to successfully reach this milestone.

The test demonstrated a five per cent reduction in specific fuel consumption and a six pound reduction in total weight, in addition to an increase of about 200 shp.

♦ NORMAN I. BOTWINIK has been elected president of Botwinik Brothers, Inc., New Haven machine tool rebuilding company, to succeed the late Louis Botwinik. At the same time, he was also elected president of Botwinik Brothers of Mass., Inc., Worcester, an affiliated company.

The Botwinik company was founded in 1899 by Harris and Hyman Botwinik.

Mr. Botwinik, a New Haven native, is a graduate of Yale, and at the time of his election was vice president and treasurer of the company. He is on the board of the Michigan Gas and Electric Corporation and of radio station WELI. He is secretary of the National Pipe Bending Company of New Haven.

♦ GEORGE W. FRENCH has been appointed to the newly created post of marketing manager, Stanley Hardware division of The Stanley Works, New Britain. He will report directly to John W. Bamert, general sales manager of the division, and will have the responsibility of coordinating marketing programs and new product development throughout the division.

Mr. French joined the hardware division in 1948 and worked on time studies, in process engineering and in the personnel department. He has been a manufacturing superintendent, a product line planner for garage hardware, and more recently, a sales analyst and long-range planner for the division.

♦ THE A. W. HAYDON COMPANY, Waterbury, has announced a line of sub-miniature hermetically sealed elapsed time indicators for operation on 115 volt 60 cps supplies, complementing its earlier line of 400 cps military units. Three basic models are offered in a variety of mounting configurations.

Most easily read is the digital model with 5 digits reading to 9999.9 hours in tenth-hour increments. Two dial type models are offered: One reading to 2500 hours in five hour increments and one reading 10,000 hours in 10 hour increments. All models use a miniature 60 cycle motor drawing less than three watts.

The units are expected to find wide use in totalizing operating time of various military and commercial electronic equipment, machinery and many other systems where it is neces-

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sary or helpful to maintain surveillance over the life or maintenance periods for such equipment.

♦ DURING THE LAST SIX YEARS Danbury has had the largest industrial growth of any community in the state, according to a joint report made by the city's Chamber of Commerce and the Employment Security Division of the Connecticut Labor Department.

According to David B. Morgan, chairman of the Chamber's Manpower Committee, in the 10 year period 1947-1957 factory employment increased by 2,470 jobs or 31%, to a total of 10,430 in June, 1957.

The report said that during the last ten-year period, the economy of the area has been transformed from dependence on the hat industry to one predominantly in favor of hard goods. In 1947 almost 57% of all factory workers were employed in the hat industry, compared with 19.5% in 1957. During this period, Danbury industry has shown a marked trend toward diversification, with new firms engaged in the electronic, missile, aluminum and ball bearing fields.

♦ EXPANDED EDUCATIONAL PROGRAMS, with a total offering of 238 separate courses, have been announced for the Fall Semester by the University of Hartford Evening College.

Sixty-eight courses are offered in business administration, 76 in science and engineering, and 94 in liberal arts field of general education. These courses represent the combined evening programs of the Hartford Art School, Hartt College of Music, and Hillyer College, which comprise the University of Hartford.

The School of Engineering offers a program of 31 courses. Six courses are in engineering drafting and design, six in architectural drafting, and 19 in engineering science.

♦ WILLIAM E. VERESPY has been appointed personnel director of Bridgeport Thermostat Division, Robertshaw-Fulton Controls Company, Milford.

Mr. Verespy has been supervisor of employment and employee services for Singer Manufacturing Company, Bridgeport. He joined Singer in 1937 and is a graduate of the University of Bridgeport. He is a past president of the Greater Bridgeport Personnel Association.

♦ THE UNITED ILLUMINATING COMPANY and 51 other investor-owned electric utilities have been authorized by the Atmoic Energy Commission to develop an experi-

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mental atomic power plant in Pennsylvania.

The announcement was made by UI President William J. Cooper following the signing of contracts by AEC with the Philadelphia Electric Company, principal sponsoring company, and General Dynamics Corporation, developer of the gas-cooled reactor to be used in the new plant.

UI and other companies that make up the High Temperature Reactor Development Associates (HTRDA) will provide financial support for the plant's research and development, Mr. Cooper said. Philadelphia Electric will be responsible for the construction and operation of the 40,000 kilowatt plant to be located on the Susquehanna River some 50 miles outside Philadelphia.

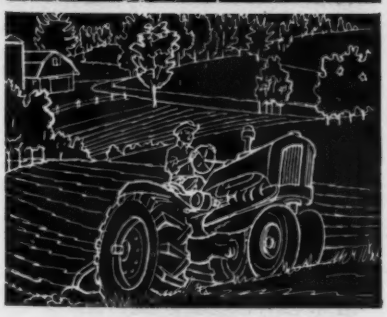
Scheduled for completion in 1963 the plant is a prototype—first of its kind—under a power reactor demonstration program by the AEC.

With the new Dictaphone Telegram Recording-Reproducing Machine, the teletypist can transcribe on the teletypewriter the messages recorded by one of the machine's units while the other unit continues to record messages.

♦ A NEW electronic voice recording and reproducing machine designed to increase speed and efficiency in the handling of outgoing teletype messages has been announced by Dictaphone Corporation. Known as the Dictaphone Telegram Recording-Reproducing Machine, the device has been developed for use by business and government organizations whose day-to-day operations require volume transmittal of messages over teletype circuits.

Located in the organization's teletype center, the machine permits an executive to pick up the phone on his desk and dictate his message for recording by the machine and subsequent transmittal by the teletypist.

♦ MAURICE PETITMAIRE has been appointed to the newly created



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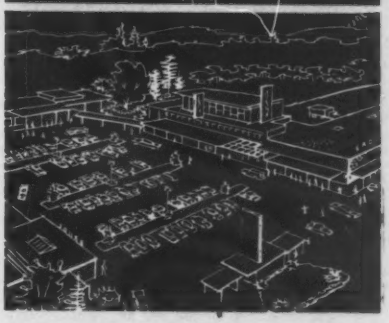

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position of director of personnel for the Norma-Hoffmann Bearings Corp., Stamford. Creation of the new position was explained as part of the company's new program of expanded personnel services.

A personnel administration graduate of New York University, Mr. Petitmaire joins Norma-Hoffmann from Baldridge Personnel Associates in New York, where he was engaged in executive placement.

♦ EDWARD J. BARRY JR., sales promotion manager for the Southern New England Telephone Co., New Haven, has been promoted to commercial supervisor of sales training.

A graduate of Brown University, Mr. Barry began with the telephone company in 1952 as a commercial representative. He was named public office manager at Stamford in 1956 and later that year became manager at Darien.

♦ ELEVEN PROMOTIONS at Flexible Tubing Corporation's Guilford office and other offices throughout the country have been announced by Frederick Daggett, company president. The promotions have been made in connection with the company's recent reorganization of its sales department and selling policies.

Stephen K. Hawkins was named national sales manager, general products, operating out of Flexible's Hillside, Illinois office. G. William Loveday has been named assistant to the president, with offices in Guilford.

The company recently announced the establishment of five new sales and engineering offices as part of a "straight through" regional sales program designed, according to Mr. Daggett, "to multiply by a considerable factor our ability to be of service to our customers, distributors, and agents."

New sales and engineering offices in Atlanta, Dayton, Cleveland, Wichita and San Francisco have been added to the company's present offices at Guilford, Dallas, Anaheim, California and Hillside, Illinois. Each of these nine offices is now staffed by an area manager for the company's general product sales and an area manager for the company's technical sales.

♦ KENNETH M. JOHNSON, JR. has been appointed manager of the Tax Department at Stromberg Time Corporation, Thomaston, it has been announced by James Methven, controller. Mr. Johnson will be responsible for the research, analysis and handling of all taxes for the company.

Prior to joining the Thomaston firm Mr. Johnson was affiliated with the Bank of New York, the Geigy

Chemical Corporation and W. R. Grace & Co.

♦ THE NEW SHUSTER 1AVS variable speed automatic wire straightening and cutting machine has been announced by Mettler Machine Tool, Inc., New Haven, for wire ranging in diameter from $\frac{1}{16}$ to $\frac{1}{4}$ inch.

Features include straightening arbor high speed type, with five elongated split-dies mounted on ball bearings; Reeves variable speed units for infinite feed ranges from 50 to 200 f. p. m.; feed roll housing totally enclosed with shafts mounted on Timken bearings; angled electric control panel for one-position operation; Micro Switch trips new improved target with positive setting and positive release; Solenoid operated roll-type clutch; drive shaft mounted on ball bearings; fly wheel on roller bearings.

These machines are manufactured in eight different standard models which include three models that are constant speed machines geared to feed up to 150 f. p. m. and two models specially designed for shaped stock.

♦ THE "FINISHMASTER" is a new horizontal barrel finishing machine now being manufactured by the Baird Machine Company, Stratford.

Among features of the new machine are lightweight doors that can be lifted by hand; front controls, variable speed drive; a built-in brake motor which holds the barrel in position, and a limit switch which permits jogging.

The total capacity of the "Finishmaster" is 2000 pounds and the total weight of the machine with the barrel is 2500 pounds.

♦ THE PROMOTION of Charles E. Alling to marketing manager has been announced by H. Edward Neale, director of sales of The Bullard Company, Bridgeport, builders of heavy machine tools for industry.

As sales and marketing specialist, Mr. Alling will be responsible for developing new markets and applications for the company's line of Vertical Turret Lathes and Vertical Grinders. He is a graduate of Brown University.

♦ GENERAL ELECTRIC's wire and cable department in Bridgeport has manufactured and shipped an enormous, power-bus cable for use in space research at the government's Arnold Flight Test Center in Tennessee.

The cable, a five million circular-mil conductor, was composed of 271 individual strands and weighed 15½ pounds a foot. It is reported as the largest stranded copper conductor ever manufactured. It will be used as part of a one-million ampere pulse discharge system for space research.

♦ WALTER C. MILKEY, vice president or finance and a director of the Stanley Works, New Britain, recently observed a half century of service with the company. Officials, employees and friends attended a 50-year award ceremony in his honor at the company offices.

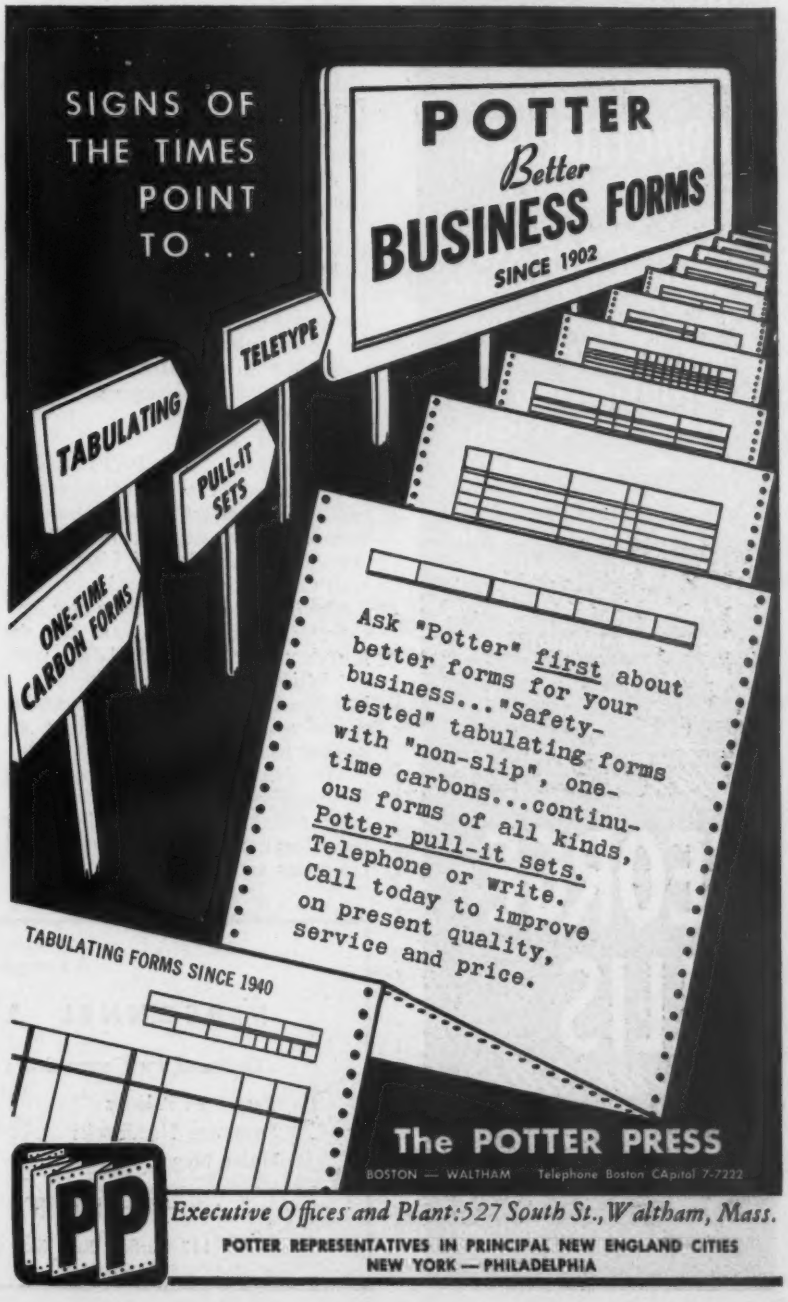
He started with the Stanley Works in August, 1909 as an office boy and rose to the new office of vice president of finance in 1955.

♦ JAMES A. WALSH, SR., chairman of the board of Armstrong Rubber Company, West Haven, will be presented with the Charles Carroll of Carrollton Gold Award on November 9.

The award is being presented to Mr. Walsh by the Father Curtin Assembly of the West Haven Knights of Columbus for his outstanding work as a Catholic layman.

Mr. Walsh joined the Armstrong Rubber Company as superintendent in 1916 and in 1931 was elected president of the company. He became chairman of the board in 1952.

♦ JERRY FINKELSTEIN has been elected vice chairman of the board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of Noma Lites, Inc. and chairman of the newly formed Lites, Inc., which last year purchased the controlling interest in the American Screw Co., Willimantic.

Noma is a leading manufacturer of decorative lighting for Christmas and other occasions.

Mr. Finkelstein, former chairman of the New York City Planning Commission, is president of Tex McCrary, Inc., public relations planners.

STOCKHOLDERS of Wallace Silversmiths, Inc., Wallingford, have approved the sale of their company to the Hamilton Watch Co., Lancaster, Pennsylvania.

Wallace Silversmiths employs more than 1,000 persons in its Wallingford plant, which manufactures flat silver, and 100 in a Milford subsidiary, the Puritan Fireplace Furnishings Co. Neither plant will be moved from its present location. Also part of the sale is a Wallace subsidiary in Quebec, Canada, which manufactures plastics.

The two companies are combining their operations for efficiency. Since both watches and silver are handled by jewelry stores, it is believed that marketing operations can be combined for better sales results.

Wallace Silversmiths would be a wholly owned subsidiary under terms of the sale.

♦ CHARLES R. PATTERSON, Stratford, has been named supervisor of the market research and analysis section of the sales department of Sikorsky Aircraft division of United Aircraft Corporation, Stratford.

The development of many new helicopter uses in recent years and the introduction of new and larger types of helicopters has resulted in a broadened market with greater emphasis on market research activities, according to the company.

Mr. Patterson will be responsible for analyzing potential market development areas, conducting airline route operational and economic surveys, and projecting sales program potentials.

♦ SHERROD E. SKINNER has been named executive vice president of General Motors Corporation. Mr. Skinner was formerly vice president in charge of GM's Accessory Group, of which New Departure Division, Bristol, is affiliated. In his new position Mr. Skinner will head up the automotive, body and assembly and parts division.

Succeeding Mr. Skinner is Roger M. Kyes, a former US Deputy Secretary of Defense, who since 1954 has been in charge of GM Divisions which were designated as the Dayton (Ohio) Household Appliance and GMC Truck Group.

Mr. Skinner has been associated with General Motors since 1930 when he became chief engineer of the Ternstedt Division in Detroit. A graduate of Rensselaer Polytechnic Institute, Mr. Skinner was appointed vice president in charge of GM's accessory divisions in 1951. He is a member of the Board of Directors and the executive and administration committees.

♦ THE WHITON MACHINE COMPANY, New London, has announced the appointment of James C. Greenlees, Jr. to the newly created position of assistant chief engineer.

Mr. Greenlees was formerly with the Stratos Division of the Fairchild Engine and Airplane Corporation where he was assigned to the Industrial Products Group which developed systems and components for speed control, compressor surge, regulators and actuators.

Before that he served as project engineer for the Brown Instrument Division of Minneapolis-Honeywell Regulator Co. He is a graduate mechanical engineer from the University of Rochester and is an active member of A.S.M.E.

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Danielson, for its parent organization, Nicholson File Company, Providence, Rhode Island.

Functionally, the handle increases filing efficiency by facilitating the correct file grip. The handle is square to prevent it from rolling on the bench when attached to round or tapered file. Handles are made of high impact thermoplastics, in brilliant orange with black caps.

Creative Pricing

(Continued from page 9)

in jobber and dealer inventories; the result of a substitute material cutting into an industry's sales and is this caused by a product's quality, its value, or its price? Are you holding your share of the market? Do you rationalize a slack-off in year-end sales on the assumption that state inventory taxes cause this? In 1958 according to one industry's figures, the amount of product going into states having year-end tax accounting dates represented less than 44% of total shipments! And not all of these states levy floor or inventory taxes. Any action taken across the board to stimulate sales at year end for this reason, costs at least two dollars for each one dollar of apparent benefit.

If one knows the facts and can interpret them he is not pressured into price cut accidents that may stimulate business now at the cost of business later.

Can creative pricing take place in an industry that has been generally influenced by market pricing? It is a matter of fact that it can. The bituminous coal industry is one example. Before World War II this was a dog-eat-dog cut price situation. To make matters worse, market demand was declining, and still is. Many producers failed or were financially unable to replace equipment. After the War some career companies resisted competing on price alone and concentrated on improving productivity. From 1948 to 1956 wages and other costs increased to the point that production costs were up $1.50 per ton. However, the career companies had financed through creative price policy improvements in methods and equipment sufficient to sell coal profitably at the mine in 1956 at prices comparable in energy cost to 1948. Today these companies are in the best financial condition experienced in many years.

To review the premises already made: Price will always be a stimulant to consumption and be influenced to a degree by the laws of supply and demand. However, it must stimulate consumption at price levels that support the vital needs for stimulating progress and growth.

Price policy must not be based on hunches, feelings or rumors. It must give weight to the qualities and the use value of the product.

Price policy must recognize that the other fellow can't be held still. In short, if prices are cut, some competitors can —and other competitors will—cut prices lower.

Price policy must take into consideration the long-term health of a company and an industry. Price cuts for short-term gains financially weaken all elements of an industry including the price cutting company itself.

A consistent price policy is the best assurance to customers that they are being treated as fairly as are their competitors. Consistency eliminates much of the gambling on price which exaggerates the peaks and valleys of production demands.

Price policy must enable the company and the industry to plan creatively for the future; to provide for expanded facilities, product improvement, and increased production efficiency. It must provide for better earnings performance.

Fred Foy, President of the Koppers Company, summed it up succinctly a couple of years ago in these words:

"Finally, a consistent creative price policy—firmly rooted in long-term growth—will better serve the public. Such sound and broad creative pricing policies will ensure that buyers will not pay too much in times of scarcity nor will industry be paid so little in times of oversupply that it will be unable to continue to break new technological frontiers and achieve fundamental gains in product values, thereby providing for the American people an ever increasing standard of living."

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How Would You Decide?

By Fredrick H. Waterhouse
Counsel

IS the length of a lay off important in determining seniority rights?

Here's what happened:

A number of employees were laid off for one week because of a lack of work in their department. They all claimed that they could have done the work of a number of retained employees and that since they had greater seniority they should have been retained. Although the contract had no express provision for "comparative ability" as an element in determining seniority in lay offs, the contract did provide that the company would "consider the length of service of an employee provided he has ability to do the work required". It was the claim of the union that since the employees laid off were in the same or higher labor grade and therefore must have had the "ability to do the work" they should have been given preference because of their seniority. The company pointed out that some of the employees retained were on particular jobs requiring skill and particular ability and therefore, since the lay off was for such a short period, it was impractical to transfer or shift the employees doing this particular work even though they had less seniority. It was conceded that all of those actually laid off had sufficient general skill and competence necessary to perform at least some of the work which was done during the lay off.

To what extent must the company determine "comparative ability" and is there any area for management discretion?

The arbitrator ruled that the length of the period of lay off should be taken into consideration when interpreting the term "ability" in connection with seniority during lay offs. He felt a certain degree of flexibility of application is necessary under the term "ability to do the work" in seniority clauses and while seniority might require the allowance of a period of adaptation where the lay off was for many weeks or months, it could not reasonably be required in the lay off of a day or a week. He felt that there must be a place for the consideration of the competing demands of length of service and efficiency of operation.

May an employee exercise his seniority to "bump up" in a period of lay off?

Here's what happened:

The employee who filed the grievance was in a certain labor grade in a department in which two other employees with less seniority than he had were performing somewhat similar inspection work but in a higher labor grade. Work became slack in this department and the grievant was transferred to another department in lieu of lay off, while the other two employees remained in the original department. The grievant claimed that he should have been retained as in case of lay off he would have had greater seniority than the others. The company contended that although he had greater seniority and would have been entitled to "bump" a junior worker in the same job or in a lower job, he could not "bump upwards" and thereby displace a junior worker in a higher job. The grievant of course claimed that he was qualified to do the work in the higher labor grade.

Can a senior employee "bump" upward as well as downward and laterally?

The arbitrator pointed out a number of statements in the meetings during which the contract was negotiated which indicated the negotiators had no intention of including a provision which would permit "up-bumping". Although the contract clause in question did not appear to the arbitrator to mention whether "bumping" could be up as well as down, he ruled that there was no doubt about the intent of the parties that seniority would cover only laterally or "down-bumping" and was not intended to permit "up-bumping."

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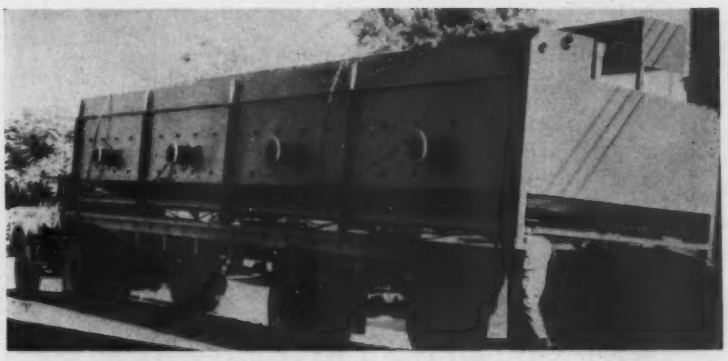


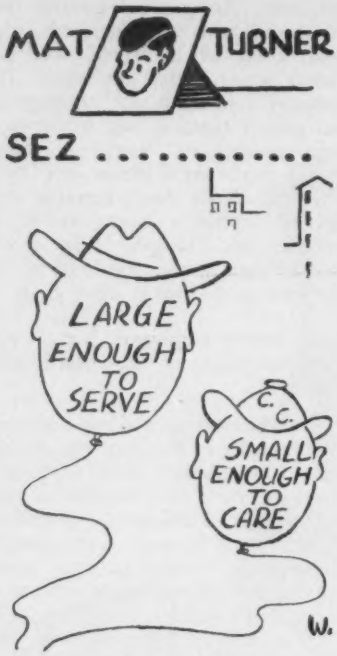
THIS 40-ft. long special duty four-compartment tank is one of many thousands produced by Storts for Connecticut manufacturers. Important details of the fabrication include cooling coils, bracing, nozzles, nipples, ribs and drains. The big value feature is the sound, smooth, full-strength welds by Storts. Specify this feature when top performance is a must.

Storts Welding Company

INCORPORATED

44 Stone Street Meriden, Conn.

Manufacturers of Welded Fabrications to Specifications



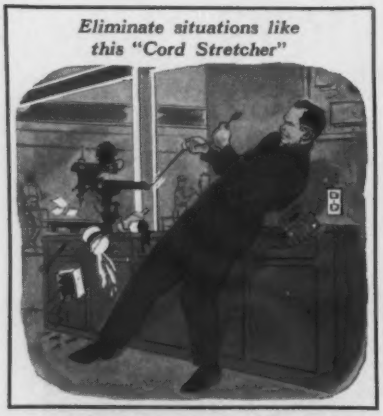
CORRUGATED CONTAINERS

INCORPORATED

120 Huyshope Ave. Hartford, Conn.

Tel: CHapel 6-8546

Eliminate situations like this "Cord Stretcher"



PLUGMOLD®

GIVES MORE OUTLETS FOR LESS MONEY

Situations like this can't happen with PLUGMOLD, used for ample outlets in all kinds of buildings. Wide variety of sizes and spacing. All-steel, grounded. PLUGMOLD gives HOUSEPOWER-PLUS; work-power-plus! Simple to install on any surface. Paint to match anything.

WIREMOLD®

THE WIREMOLD COMPANY • HARTFORD 10, CONN.

What latitude does the company have in making lay offs rather than transfers under a clause requiring such transfers "if it is practicable to do so"?

Here's what happened:

Because of a shortage of parts, extensive lay offs were necessary in a certain department employing about 80 people and all but five of these employees were laid off for one week. The contract had super-seniority for union officials, and three of the five retained were union officials, while the other two were senior to all employees involved except union officials. The union claimed that the agreement provided for plant-wide seniority and that all the grievants involved in this arbitration had seniority over other employees whom the company retained in other departments on jobs which the grievants were capable of performing. It claimed that the company could have transferred these laid off employees to vacancies throughout the plant but since it failed to do so the employees had a right to exercise their plant-wide seniority and "bump". It pointed out jobs which it claimed the specific individuals involved were capable of performing in other departments. The company, in addition to pointing out the lack of ability of many of the grievants to perform the work which they claimed they were entitled to, pointed out that the requirement to transfer was qualified by the phrase "if it is practicable to do so". Since the lay offs were for less than a week, the company contended that a wholesale transfer of the employees in this department to other departments, and further transfers out of those departments on the basis of seniority, would result in general disruption of all departments and certainly was not practicable.

Must the Company transfer rather than lay off even though it is disruptive of efficient operations?

The Arbitration Board, after rejecting a number of grievants' claims because of a lack of ability to do other work, made no mention of the disruptive effect of short time transfers on a plant-wide seniority basis but ruled that certain of the employees should have been transferred rather than laid off.

Formula For Success

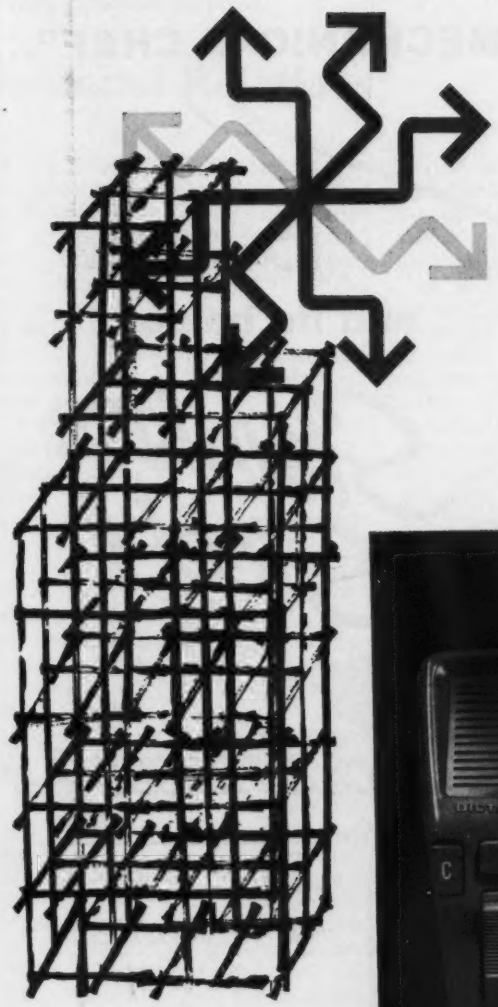
(Continued from page 8)

film costs a little more to produce than film made by the conventional calendering method but the film itself has different properties and these differences, together with the different method of producing it, give us the edge over calendered film in certain applications. In those uses where calendered film is satisfactory we cannot compete; in order to survive we have had to search out or develop those things—whatever they might be—where our cast film and the particular way we make it gives us an advantage. Taken together, our products now have such diversity that we are no longer at the mercy of the ups and downs of any one industry or any one market."

Also with the company since its early days, Ellis V. Disch, Vice President and Assistant General Manager, is in charge of the company's plant at Plainfield and also of its more recently acquired printing plant—the former Pervel Corporation of Norwich. "Right from the beginning," Mr. Disch said, "the survival of the company and its growth have depended on two all important factors—good research and good quality. Without the research we could not have consistently produced products of high quality; without the reputation for quality products our business could not have grown as it has. That's why I think we owe so much to our Vice President in charge of Research, Albert E. Anderson and similarly, with respect to the "Timesfax", "Stenafax" and "Planofax" papers, to our paper consultant, Dr. Harold R. Dalton."

Asked whether he had foreseen that the company might serve so many different markets, William B. Nichols, President, said:

"Frankly, no. I knew that the Government needed thin plastic films for the war effort and was unable to get them. I happened to be in touch with a Swiss inventor, marooned in this country by the war, who had been successful in making thin films of rubber. With several friends, I financed his experiments with plastics and he originated the ideas from which we worked out our successful casting process. Everything else has evolved from that. Bruce has done the over-all planning. Disch, who knows every operation in the plant from having done it himself, has provided the essential drive to keep things moving. Anderson has been in charge of research and technical matters. These three men, with the special knowledge of communication papers supplied by Harry Dalton, plus the efforts of our vice presidents, T. A. Lancaster in industrial sales and D. C. Merritt in sales of the Pervel Department, have built the business. They could never have done it, of course, without the ingenuity, the skill, the cooperation and particularly, the loyalty, of the key men in every department of the business and of all the workers in the plant."



EXPANSION AND YOUR PROFITS

As you expand for the 1960's, a modern Dictaphone system can mean vital savings. A large life insurance firm saves over $250,000 a year. An industrial tool manufacturer saves $33,000 a year.

As you streamline and expand your production facilities for the predicted growth of the 1960's, you can protect your profits by improving your office production, too. For example, you may expand your handling of business communications by 1/3 or more without any additional space or personnel by installing a modern Dictaphone dictating system. A Dictaphone consultant can analyze your needs and give you documented proof of savings in four vital areas: 1. Proof, more actual work done in less time. 2. Proof, fewer additional people needed. 3. Proof, less office equipment needed. 4. Proof, less costly office space needed. For any dictating or recording problem in your plant or office, call your nearest Dictaphone headquarters for a free analysis of your needs.

All-transistor Dictaphone TIME-MASTER *is the first truly automatic dictating machine, only one using Dictabelt record—non-erasable, visible recording medium designed expressly for dictation.*

Dictaphone CORPORATION

DICTAPHONE, TIME-MASTER AND DICTABELT ARE REGISTERED TRADEMARKS OF DICTAPHONE CORP., 730 THIRD AVE., N. Y. 17, N. Y.; 204 EGLINTON AVE. E., TORONTO, CANADA; 17-19 STRATFORD PL., LONDON W. 1., ENGLAND.

Meet the "MECHANICAL CHEF"...

and its helper, Stainless Steel!

Ravioli is destined for even greater popularity . . . thanks to this unique "mechanical chef".

With it, volume production is possible—quality can be easily maintained. The operator simply fills the hoppers—the "chef" automatically rolls the dough, inserts the stuffing, shapes and cuts the ravioli...at *18,000* pieces per hour. Dough thickness and stuffing quantity can be precisely controlled for uniform taste and peak flavor.

Stainless steel is specified for all working parts . . . to assure purity, meet sanitary codes. Stainless provides corrosion resistance, easy cleaning—and economy, through trouble-free operation and extended life. The ravioli "chef" is made of stainless steel rounds, squares, flats, sheets—even *welded* and *seamless* tubing. And every bit of stainless is obtained *overnight*—from Frasse.

It pays, when you're working with stainless, to work from Frasse stocks. Frasse carries every rolled form—in a wide range of sizes and analyses... delivery is immediate. You'll like the freedom of choice Frasse stainless stocks provide...find satisfaction in having a reliable source for *everything* in stainless. Call us.

Call FRASSE 1st for COMPLETE STAINLESS STEEL SERVICE

Bars	**Tubing**
Forgings	**Pipe**
Sheets	**Wire**
Strip	**Fittings**
Plates	**Valves**

AMERICAN STEEL WAREHOUSE ASS'N.
YOUR STEEL SERVICE CENTER

Peter A. Frasse & Co., Inc.

NEW YORK, N. Y.	PHILADELPHIA, PA.	BUFFALO, N. Y.	SYRACUSE, N. Y.	HARTFORD, CONN.
17 Grand St.	3911 Wissahickon Ave.	P. O. Box K, Sta. B	P. O. Box 1267	P. O. Box 1949
WAlker 5-2200	BAldwin 9-9900	BEdford 4700	HOward 3-8655	JAckson 9-6861

Public Relations

By Charles E. Reiche
Public Relations Director

Financial Relations

♦ A COMPARATIVELY recent development in the public relations field is the growth of organizations geared to handle the specialized needs of financial public relations. There are new public relations firms which handle nothing but the fiscal phases of their accounts' publicity and many established PR agencies are setting up departments to do the same kind of work for their clients.

Further, many of our larger industries have a man within the Public Relations Department or, in fact, a whole staff within the department, handling nothing but financial relations. These people are becoming increasingly important in the overall public relations operations of industry since it is they who must present the company's story and image to the highly important business-financial community by way of the business-financial news outlets.

At first glance this new development may not seem particularly important. It does, however, serve to underline the degree to which PR grows more specialized and departmentalized. It is especially significant, too, in a day and age when competition grows very sharp indeed for the investor's dollar and for the huge funds of the investment banking houses. What it boils down to is this: all other things being approximately equal between Company A and Company B, if both seek new equity capital, for example, or are otherwise engaged in activities in the financial arena, the one represented by skilled financial public relations operatives is much more likely to get what it seeks, and faster, than the other company.

Public relations men as a group are both versatile and resourceful (if they're not, they should be in another business) and are able to adapt their talents to most of the needs of the organizations for which they work. There aren't many of them yet, though, who know their way around the financial community or, for that matter, who have more than a fitful knowledge of the specialized needs involved in marketing stock, preparing mergers, stock splitting and all the thousand and one potentials within the realm of fiscal affairs.

The aim of this article is NOT to send MAC member companies dashing off in hot pursuit of financial public relations experts. Eighty-five per cent of the Association's membership will probably never have need for such help and most of the other fifteen per cent are adequately staffed to handle their own financial public relations problems. The point of this article is to stress that public relations is something less than static. Briefly, public relations changes and develops and treads new paths constantly, in step with the continuing growth and development of our industrial economy. What was good public relations so recently as the spring of 1959 might well be completely inadequate this fall.

The moral here is that we dare not stand still. The methods and techniques may remain constant but the basic philosophies of public relations grow and take new forms in tune with the tempo of continual change in our industry.

The Seat of the Scornful

One of the more articulate friends of MAC recently quoted a newspaper article which said that the highest suicide rate, based on occupation, was among barbers. "It shouldn't be that way," he said angrily, "because even though some barbers are occasionally pretty recalcitrant characters they aren't as bad as the receptionists in some of our plants. The receptionists are the ones who seem unhappiest."

Pressed for more precise information, the man said he had just come to Hartford from a three-day trip around the state talking to people in our factories. He is not a salesman. In the case of each call he made he already had an appointment. Further, he was working a pretty tight schedule.

"Down in New Haven," he reported, "one gal said to me when I faced her at the reception desk 'who're you?' She didn't say it with a smile, either, but in a tone that indicated I better drop dead and the sooner the better. I gave her my card and explained I had an appointment with so-and-so. She said 'Wait a minute.' She then got up and left the desk, so I sat down and looked at a magazine, assuming she had gone to check on my man. She was gone six or seven minutes; during this time her desk was unattended. When she came back she asked me who I wanted to see. I told her again. She said 'Oh yeah, I remember now. Have you got a card?' I gave her another card and then she asked me if I had an appointment. At this point I could feel the arteries starting to crackle and I found it difficult to keep my voice from soaring into a piercing screech but I managed, I managed. I finally made it clear, a) that Mr. So-and-so and I were old friends, b) that I had an appointment at HIS request and c) I would appreciate it if she would let him or his secretary know that I was there.

"Well," he continued, "after a bit more foolish finagling around I finally

(Continued on page 56)

POLYPENCO

NYLON, TEFLON STOCK SHAPES AVAILABLE

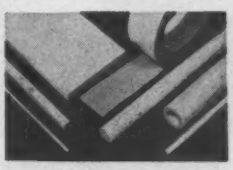
FROM OUR BRANFORD, CONNECTICUT WAREHOUSE

Serving Connecticut, Western Massachusetts, and Hudson Valley areas promptly.

NYLON
TEFLON
Q-200.5
K-51

NYLATRON GS
NYLAFLOW PRESSURE TUBING

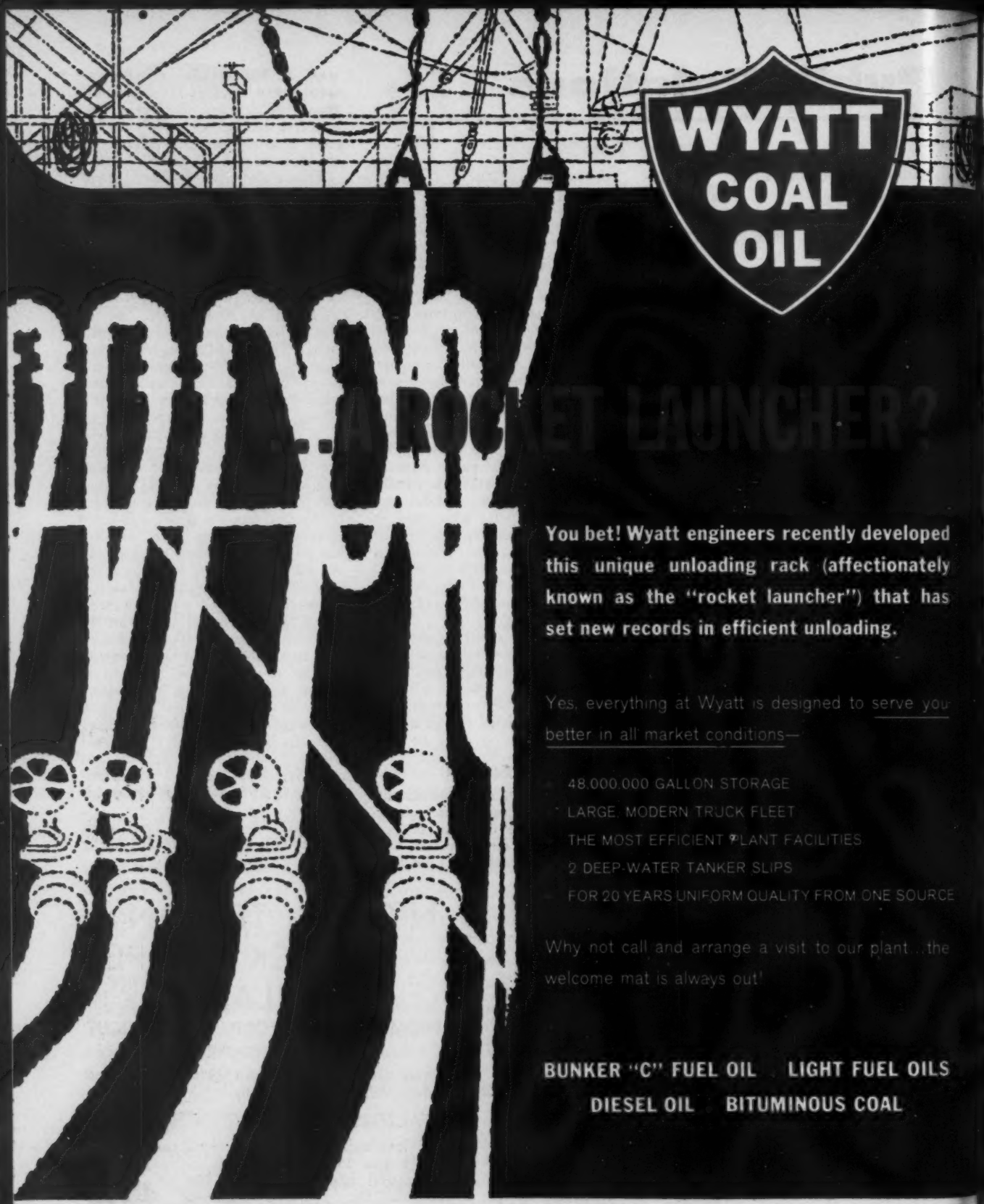
FACTORY SERVICE of long experience to help you to develop successful applications.



ROD STRIP TUBE
TUBULAR BAR PLATE
WASHERS WEAR STRIPS

Van Cleef & Company, Inc.

POLYPENCO FACTORY REPRESENTATIVES SINCE 1946
BOX 247, BRANFORD, CONN. - TEL. HUBBARD 8-1656



WYATT COAL OIL

...A ROCKET LAUNCHER?

You bet! Wyatt engineers recently developed this unique unloading rack (affectionately known as the "rocket launcher") that has set new records in efficient unloading.

Yes, everything at Wyatt is designed to serve you better in all market conditions—

- 48,000,000 GALLON STORAGE
- LARGE, MODERN TRUCK FLEET
- THE MOST EFFICIENT PLANT FACILITIES
- 2 DEEP-WATER TANKER SLIPS
- FOR 20 YEARS UNIFORM QUALITY FROM ONE SOURCE

Why not call and arrange a visit to our plant...the welcome mat is always out!

BUNKER "C" FUEL OIL LIGHT FUEL OILS
DIESEL OIL BITUMINOUS COAL

WYATT, INC.

NEW HAVEN, CONN. • PHONE: STATE 7-2175

TERMINALS
EAST & WATER STREETS, NEW HAVEN • BENTON STREET, HAMDEN
MAIN OFFICES • 157 CHURCH STREET

Business Tips

by A. D. JOSEPH EMERZIAN, Ph.D.
Supervisor, Motion and Time Study Laboratory

Operations Research And Business Decisions

♦ CERTAINLY one of the more significant managerial developments during the past decade has been the application of operations research to business problems. Since decision making is essentially the selection of a single course of action after an evaluation of all known alternatives, much hope exists among managers for increasing the probability of successful decisions through the application of operations research.

Nature of Operations Research

Operations research is the study of operations by the use of the so-called scientific method. This means the behavior of operations are studied for the purpose of predicting results under any given set of conditions. The essence of the scientific method focuses attention upon facts, quantification of fundamental forces and experimentally verifiable results.

Operations research consists of three important elements: Models, measures of effectiveness and experiments. A model is merely a simplified representation of an operation. Generally it contains only the more important variables of an operation. Models of business operations are usually schematic or mathematical. A schematic model can be illustrated by a chart which shows the flow of a product through its manufacturing cycle. This particular model provides, among other things, measures of the rate of product flow and incremental values added. On the other hand, mathematical models consist of equations which relate significant variables in an operation to results. For example, mathematical models are in existence which can predict the optimum assignment of machines and of optimum purchasing and manufacturing quantities.

Models can also be classified as *exact* or *probabilistic*. An exact model can be used when the manager has control over all the variables in the operation. A firm with a large backlog of orders can use an exact model for developing an optimum production schedule. Probabilistic models, on the other hand, include the element of uncertainty. A model for controlling the rate of inventory accumulation must consider the rate of inventory depletion which is largely based upon the rate of sales. The rate of sales, however, cannot be predicted with certainty.

The development of models is probably the major contribution of operations research, because a theory is created for explaining the process of an operation.

The second important element of operations research is the measure of effectiveness. This means that goals or objectives of operations are clearly defined. For example, the goal of an operation might be to maximize net profit; to maximize customer service; and to minimize production delays. Since models are generally quantitative, these goals, as well as the variables, are expressed in terms of some homogeneous unit such as cost or profit thereby permitting a mathematical solution which contains a minimum or a maximum of the objective function.

Experimentation, the third important element of operations research, might be considered as an extension of model building, because is involves a testing of the validity of the developed model. The objective of experimentation is to find out just how good the model is. Essentially, this means how realistic are the model's predictions as compared with actual results. Model modification may obviously result from experimentation.

Improving Business Decisions

What promise does operations research hold for improving the decision batting avearge of business executives? As a partial answer to this question, at least two points can be made. In the first place, operations research requires managers to think more carefully about basic goals and objectives. This is, in part, the sense of the element, measures of effectiveness, previously discussed. Unless basic goals are defined, model building is

AGI
RUBBER PRODUCTS
Custom Made Rubber Parts
Molded / Extruded / Lathe Cut / Die Cut / Fabricated
Any size, any quantity
No matter what field you're in...industrial, mechanical, electrical; or the parts you need—molded pieces, bonded-to-metal, "O" rings, extrusions, washers, gaskets, etc.; strip, cork, silicone, synthetic, sponge; whether it has to withstand acid, alkalis, oils, abrasions, shock, heat, cold or vibrations,
DON'T SPEND money on a new mold or die...AGI has over 15,000 on hand. Chances are, one may fit your need. Check AGI, first.
AGI Can Make It!
Send in your sketch or sample for a prompt quotation. Or, let AGI engineers solve your rubber part problem.
ASSOCIATED GASKETS, INC.
Dept. G, P. O. Box 898 Riparian St., Bridgeport 8, Conn.

For all-'round deodorizing

ROUNDS

Fragrant, laborless deodorant discs for urinals, bowls, garbage pails, lockers, closets

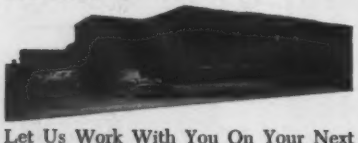
Deodoroma ROUNDS cost in use averages only a *fraction* of one cent a day. Rounds are formed under 70,000 pounds pressure: are dense and durable. Fragrance is locked in: lasts until the last particle has vaporized — there's no harsh "moth cake odor." Packed eight to the telescoping box — each Round sealed airtight — easy-to-shape Holzit wire holder in every box. For literature write to The C. B. Dolge Company, Westport, Conn.

For free sanitary survey of your premises consult your Dolge service man.

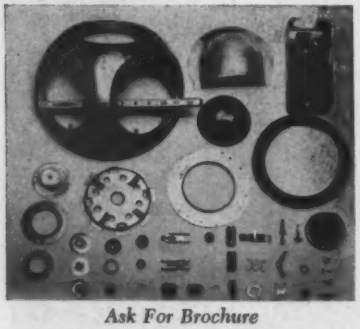
DOLGE
WESTPORT, CONNECTICUT

Let DooVal Save money for you on METAL STAMPINGS

Our Years Of Experience In Engineering & Tooling Assure You Better Stampings And Faster Deliveries At Lower Unit Costs.



Let Us Work With You On Your Next Stamping Problem. Send Print Or Sample For Quotation.



Ask For Brochure

The DooVal Mfg., Inc.
40 ELM STREET
NAUGATUCK, CONN.

frustrated and any system's evaluation becomes indecisive. The operations research process of optimumization forces managers to think more carefully about goals, objectives and criteria of performance. This tends to develop a unified point of view within an organization toward operating problems.

Secondly, operations research makes it possible to explore the effects of alternative courses of action as well as to establish confidence limits on the recommended course of action. Since operations research establishes mathematical relationships between variables in a model, the effect of changes, either in the variables used or in their magnitude, are easily measured. This makes it possible to demonstrate the reliability of a recommendation. For example, in a plant expansion problem of a multi-plant corporation, the operations research recommendation was to build a new plant in the state of Indiana. In testing this recommendation, a number of possible changes in the magnitude of variables were evaluated. For example, what would happen if labor rates increased; if fixed costs were higher than estimated; or if sales were not finally realized. The effects of these changes on the recommended course of action were measured and the several alternatives again compared. It happened that under all combinations of the worst conditions, the recommended course of action was superior to the other alternatives. Based upon this analysis, the decision to build a plant in Indiana was made with a high level of confidence for success.

In summary, the analysis of business problems by operation research methodology should, without question, provide an improved basis for management decisions.

How To Dig up Case Histories for Advertising

(Continued from page 10)

Types of Histories

When you start digging into this information you will find there are two types of case histories:

1) stories reporting performance details of the product at work for customers;

2) stories of engineering development or field servicing performed by the staff of the advertiser.

For the first type of story you plan for a customer interview; for the second type you arrange for a later talk with one of your own people.

Information by Phone

Meanwhile, you have to find out which of the possible stories are available. You now re-arrange your customer names—those that remain after your engineer's deletions—according to sales territories or distributors. You are ready to phone the men in the field. Telephoning is worth its extra expense. Salesmen should not be expected to take time from their work to answer letters, and they are not to be condemned if it takes months of prodding to get answers by mail. Moreover, you should be willing to phone before and after offices hours, to time your call to an hour convenient in another part of the country. Once you get a salesman on the phone you will probably find he will scratch some names immediately, and he will personally agree to do certain checking on other names, then call you back the next day or so.

The information you should definitely establish for each customer during the phone call is:

1) Will the customer agree to be quoted and to have his installa-

Clean Out
DEADWOOD
Conserve Valuable Space—Offer Us
OBSOLETE — SURPLUS

Corrugated Cartons, new and used—Skids—Jacks—Wirebound Wood Crates—Pallets—Tote Boxes—Wood Boxes—Bottles—Cans—Conveyors—Balers—Bags, Burlap, Paper. Salvage of any Kind.

We have many of the above listed items for sale

ACME SURPLUS CONTAINERS
539 Windsor St., Hartford • JA 2-3114

tion photographed? (Your salesman must get this approval from a responsible official. There have been instances of friendly purchasing agents arranging interviews later vetoed by production officials);

2) Does the customer keep specific production records for the installation?

3) What are names of people to be interviewed, and of people to approve of interview report, or advertisement?

4) When a period of time must elapse to establish installation performance, what is the date when interview should be arranged?

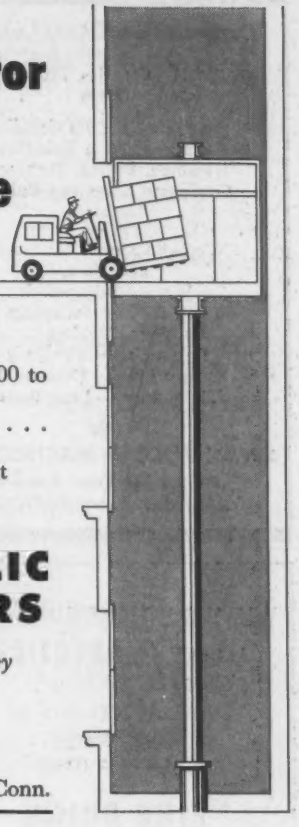
Time for Filing

After your first phone call to a salesman you can start filing cards. Many will go into the wastebasket, but most go into the "Call Up" section of your file—still grouped by sales territory—under a date two days ahead. At that time, when your salesman phones back his initial report on close-by customers, you file cards under various dates ahead, which are determined partially by dates when performance data will become available, and partially by the salesman's schedule around his territory making regular calls during which he asks the questions you gave him. To make sure you get the information you are after, you should confirm phone calls with letters.

How soon will you find customers who will consent to be featured in case history advertisements? That depends on the industry. Generally speaking, people in metal-working exchange information freely because they got the habit during the war, while those in some processing industries are habitually secretive. However, with a high proportion of supervisory personnel being college trained, these men are conditioned to the importance of disseminating facts, so you can find with persistent digging some men in most every industry willing to help with case histories.

You may find you can line up sufficient case history interviews for your advertising campaigns in a couple of months, or you may have to keep digging the year around. If the cases come easily, you can check your sales and engineering people once a month, picking the more interesting cases for your backlog of names. If cases are difficult to come by, you don't want to make yourself a pest among salesmen or distributors. Neither do you want to spend a disproportionate amount of your time on this work. So you spot the salesmen or distributors

Most practical elevator for heavy-duty service



- Economical, dependable oil-hydraulic operation
- Ruggedly built for shock loading . . . 1000 to 100,000-lb. capacities
- Elevator supported by hydraulic system . . . no overhead machinery, no cables
- Adjustments made on central control unit
- Easily installed in new or old buildings
- Built by Rotary Lift Co.

Rotary® **OILDRAULIC ELEVATORS**

Call for data. Sold, installed, serviced by

Eastern Elevator Co., Inc.

133 Mill River St. New Haven, Conn.

Better Plates for Better Printing

Combined Services

PHOTOENGRAVING, RUBBER PLATES
COMPLETE ART SERVICE
116 OLIVE STREET, NEW HAVEN 11, CONN.
TEL. MAIN 4-9837, 4-2166

NEW HAVEN ELECTROTYPE DIVISION

ELECTROTYPE PLANT
1175 STATE STREET, NEW HAVEN 11, CONN.
TEL. MAIN 4-9837

ELECTROGRAPHIC CORPORATION

Designers and Manufacturers

of Tools, Dies, Jigs, Fixtures and Gages

Jig Boring and Jig Grinding
Precision Form Grinding
Planing, Boring, Turning
Cincinnati, Lucas and Bullard Machines

We build Special Machinery and Parts
Welded Fabrications
We will do your Stampings and Spot Welding
Progressive — Swedging
Broaching — Drawing
Short Runs — Long Runs

THE
SWAN TOOL & MACHINE CO.
30 Bartholomew Avenue
HARTFORD 6, CONNECTICUT

WHAT CONNECTICUT **MAKES**
MAKES **CONNECTICUT**

Manufacturers of
DRY PRESS
(STANDARD ITEMS)

FIRE BRICK
SPECIAL SHAPES
(MUD PRESS)

IN ANY SHAPE
OR QUALITY DESIRED

THE HOWARD COMPANY
250 Boulevard, New Haven, Conn.
SPruce 7-4447

The
FELDMAN GLASS CO.
Agents for
KNOX GLASS, INC.

GLASS CONTAINERS for
- FOOD
- HOUSEHOLD
- CHEMICALS
- BEVERAGES
- LIQUORS
- COSMETICS
- DAIRY
- DRUGS

Sales Office:
261 Wolcott St., New Haven, Conn.
Plant
Danielson, Conn.

who take a special interest in this kind of advertising, and you lean heavily on them for the majority of your cases.

Preparing the Questionnaire

Locating the right customer is only the first half of the preparatory job for case history reports. You still have to provide an interview questionnaire.

When a case is to be the story of an engineering development, or field servicing, and is to come from your own people, you write out questions for your own interviewing. This gives you practice in writing "Open end questionnaires" for research interviewers calling on your customers.

You find that when you write out questions to ask your own engineer you usually start with those bringing out performance information supporting your leading sales features. In talking to your engineer you make sure these questions get asked, but you handle the interview so he can volunteer his own story. He is likely to come out with (a) background information and (b) application details, which you never suspected. Handling an interview this way is known as "Open end questioning." This same technique is what you provide for in questions you supply the man who interviews your customers.

Pinpoint the Facts

The mere use of case histories in advertising, it has been found, will not automatically assure you higher readership or a large number of inquiries. Such results will likely come your way only if your case is boldly illustrated and described in specific details of interest to readers in particular industries. You don't talk about an application on a surface grinder to a reader whose problems are concerned with hide dusting in a leather-working plant. To get the informative facts and figures of interest to readers in a pre-determined industry, you must dig up a case in that industry. This means a separate series of cases for each "vertical" magazine in which you advertise. Should you be advertising in "horizontal" magazines, because your product has features of universal appeal, then it is these universal appeals you get specific about in your case histories. The reason you go to all the bother of producing a case history advertisement is that you enable an individual reader to identify a pictured situation as similar to his own, then from it to get detailed and satisfying answers to his own questions.

When case histories spark the interest of an increased number of individual readers, then you find your time well spent in detective work.

ECONOMY!
EFFICIENCY!
PROTECTION!

You get *all 3* with

Curtis FLAT MAILERS
and
EXPANDING MAILERS

- Save Postage
- Fast, easy stuffing
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Write for samples

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West Hartford 10, Conn.

SHIP ANYWHERE with more protection for your investment and more profit — Wittstein designs for product safety, economy and eye appeal. **CALL**

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NEW HAVEN 5, CONN.
MAin 4-5121

PLATING ROOM
EQUIPMENT
P.V.C.

Plastic hoods, pipe, & fittings.

Stainless Steel

Exhaust Fans

Tanks

THE
COLONIAL BLOWER CO.
54 LEWIS ST.
PLAINVILLE, CONN.
Phone SHerwood 7-2753

Accounting Hints

Contributed by

The Hartford Chapter National Association of Accountants

Engineering Change Notes
And
Their Effect On Standard Cost

FRANCIS E. ZDANIS

Royal McBee Corp.

♦ AN engineering change notice is a formal request from engineering to originate, alter or obsolete parts or a product in a manufacturing company. This request can originate from research and development, product design, manufacturing personnel or the sales personnel. Once the request is approved by management it becomes an official change note and the changes are incorporated into the finished product. The effect on manufacturing is carried through the standard cost and manufacturing variances of the parts and products involved.

Change notes are received in the cost department from engineering after blue prints and processing data have been released to the manufacturing departments concerned. There are two basic types of change notes, major and minor. A minor change note usually involves a change in the method of manufacturing but does not affect the nomenclature of a given part or its sub-assembly. A major change note is issued to change the design of a part, sub-assembly or a complete finished unit. The old parts or units are obsoleted and the new ones become effective when the manufacturing release is issued by production control. A point to remember is that the release is issued only after the tooling required has been completed and the old stock has been balanced.

The cost department uses only the information contained in a change note that applies to new parts, new requirements, obsolete parts and obsolete requirements when computing the design variance on parts produced or purchased.

In our company, the standard costs are built-up on all parts and finished products at the beginning of each fiscal year. These standards are not changed during the year on the parts cost records or on the finished product build-ups. All revisions are recorded on manufacturing variance cards for parts and these variances are recorded each month in the factory ledger.

When the change notice is received in the cost department all new parts and new requirements are recorded in all parts books by number and description to keep them current with manufacturing. All obsolete parts are recorded in the same manner except that an asterisk is placed beside the number to indicate the part is obsolete. When a major change note is received new process cost sheets are also received in the cost department. These new parts are built up as new standards and are filed with other standard costs. At this time a design variance is created by comparing the cost of the new part to the standard by elements of cost, material, purchase parts, labor and overhead. When the design variance card is completed the superseded standard cost card is stamped "obsolete" and replaced by the new part number and change note number. The rate cards which show the direct labor and overhead by part number

MORRISSEY & CHENEY

Insurance

GERARD MORRISSEY
BENJAMIN CHENEY
E. LEONARD CLARK

•

INSURANCE CONTROL
FOR
INDUSTRIAL AND COMMERCIAL
ACCOUNTS

•

9 LEWIS STREET, HARTFORD, CONN.

STEEL
CASTINGS

From one lb. to 2500 lbs. each

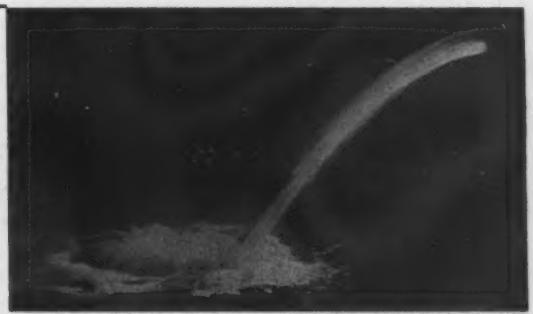
Try us for fast delivery when your needs are urgent.

THE
NUTMEG CRUCIBLE STEEL
COMPANY
BRANFORD CONNECTICUT

WATER!
CLEAN CLEAR COLD

GOOD FOR MAN, CROPS AND INDUSTRY

400 G.P.M. FROM A DEEP ROCK WELL



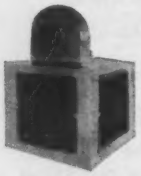
Certain areas of Connecticut are blessed with wonderful underground supplies of good water. The Church Company's many years of experience and improved methods of drilling and development are making these large supplies of water available—this applies to both rock and gravel formations.

THE STEPHEN B. CHURCH CO. SEYMOUR, CONN.
Tel.—Tuxedo 8-2132
ROCK WELLS—GRAVEL WELLS—PUMPING EQUIPMENT
SPECIALISTS IN LARGE WATER SUPPLIES

COLONIAL

Industrial Ventilating and Dust Collecting Equipment

UNIT DUST COLLECTORS



TYPE F

TYPE S

TYPE V

We specialize in the design, manufacture and installation of complete dust collecting, ventilating, fume removal and conveying systems for industry.

Our engineering staff is at your service.

Write or Phone

THE COLONIAL BLOWER CO.

54 Lewis St.

Plainville, Conn.

Phone Sherwood 7-2753

BLOWER CO. COLONIAL PLAINVILLE CONN.

and operation number are also stamped "obsolete" and removed from the active rate card file and placed in the superseded file. Any manufacturing variance card in file for a given part number is stamped "obsolete." This serves as a guide in case production is reported on production follow-up tickets after the order has been closed out. The production should now be reported under the new part number. If production is reported under the old number the orders are forwarded to production control for investigation.

We also set up a pending file on new parts that are incorporated in a given change note when the change has been released to manufacturing but process cost cards have not been received in the cost department. This pending file consists of a 3x5 index card showing the new part number and change note number. If the cost copy of the process sheet is not received in a week or two, it is brought to the attention of the process engineer co-ordinator who is responsible for all process sheet reproduction and a cost copy is obtained. A design variance cannot be figured until the new part cost sheet is received and the standard cost established. Time study rates for new parts are handled in the same manner as cost sheets.

The unit cost variance on parts due to design and the total design variance is charged or credited to work in process and is computed on current monthly production of the total number of finished units produced. These figures are not incorporated in the monthly variance report until a change note close-out release is received from production control. This notification indicates that a particular change has been completed in the assembly departments and is included in current production.

Computation of total dollar value of the design variance is made in the following manner:

The design variance record is matched to the assembly close-out notices. Reference is made to the part books for the correct requirements of parts called for per finished unit. In case of multiple requirements, the variance for the part is multiplied by its usage in the finished product.

The finished unit report shows the finished units produced for the period and by product line. The design unit variance by production, by product multiplied by these figures extends to the total design variance by product. The result is recorded in the factory ledger. This process is repeated each month, with the exception that the unit design variance is based on the cumulative total of variance from the beginning of the year to date. This account is kept in two categories, favorable and unfavorable design variance. Each month the unit cost variance by product line is a carry over of last month's design variance plus or minus current unit variances extended by current month's production. This is done to determine the total dollar value of design variance in any given period. The net amount of design variance by product line is the amount that appears in the monthly statement of operations.

Making Facts and Figures Come Alive

(Continued from page 12)

one weapon against them—the truth. I think we have by far the best of it.

If we cannot do much to eliminate *all* differences we can at least help reconcile some of them by doing our mutual job of communication. If we say what we believe, if we make clear what we say and if we can only speak with such sincerity that what we say is believed, you and I can help to build a new climate of confidence—one of value equally to management and to employees.

Buying? Selling? . . . . *then use*

An independent appraisal firm providing objective appraisals on industrial plants, machinery, and equipment plus offering valuable market analyses relative to their acquisition and liquidation.

Appraisers for Industry

Robert F. Baird, Director

FOrest 7-5676—643 North Ave., Bridgeport, Connecticut

Write for free brochure

"The Uses of an Asset Appraisal in Your Business"

2,000,000 MILE ROAD TEST PROVES *Moly* GREASE REDUCES WEAR

—points the way to MORE REVENUE MILES

There have been many enthusiastic reactions to Moly chassis grease by fleet operators. *Here's research proof that their enthusiasm was well placed*—a 2,000,000-mile road test just completed by a leading automotive research organization, in which Moly grease was tested by comparison with a premium multi-purpose grease.

Since the function of a grease is to *prevent wear* as much as possible, *wear reduction* is the best measure of a grease's effectiveness. Therefore, the entire test was based on wear measurements. And the results:

Moly grease reduced wear from 18% to 88% on bus and truck components. (100% wear reduction would have been no wear at all!) Typical items from the extensive research findings are shown at the right. And the general conclusion? Moly grease reduces parts wear where lubricant film is broken . . . or where shock loading or reciprocating motion wipes off normal grease!

Moly grease means more efficient lubrication because of less wear . . . more time on the road . . . more revenue miles. To cut your "red-line time"—specify MOLY GREASE for your fleet!

MOLY GREASE vs. CONVENTIONAL PREMIUM GREASE

Component	Average Improvement or % less wear
(PASSENGER CARS)	
Steering assembly	38%
Ball joint suspension	26%
Universal joints	30%
(TRUCKS AND BUSES)	
City bus steering ball	88%
Kenworth truck steering ball	18%
City bus steering universal joint	39%
Kenworth truck king pins	57%
International truck king pins	42%
Kenworth truck front drive line universal joint	59%
International truck drive line universal joint	32%
Kenworth truck front spring pin	41%
Kenworth truck rear spring pin	40%
International truck front spring pin	87%
International truck rear spring pin	33%

NOTE: Figures are averages for several parts that make up entire component. Also, they are average results over all such components tested.

ORDER MOLY GREASE BY BRAND FROM THESE SUPPLIERS

The Alpha-Molykote Corp. BR2	**Gulf Oil Co.** Gulflex Moly	**Mobil Oil Co.** Mobilgrease Special (with Moly)
Cities Service Oil Co. Trojan HM	**Shell Oil Co.** Lithall MDS	**Sun Oil Co.** Sun Multi-Duty (Moly) Sun Heavy-Duty Chassis Lubricant (Moly)
Fiske Bros. Refining Co. Lubriplate Mo-Lith #2	**Sinclair Refining Co.** Litholine Moly	**Texaco Inc.** Molytex

CLIMAX MOLYBDENUM COMPANY

A Division of American Metal Climax, Inc.
500 Fifth Avenue, New York 36, N. Y.

How DSC *Accutronic*™ STRIP Helped a Stamper Turn a "Loser" Job Into a MONEY-MAKER

The Job In The Case

A critical component for a '60 model automatic transmission . . . a flat, circular stamping consisting mainly of an arrangement of numerous holes punched out in various small sizes and shapes. The accent is on flatness and on gauge-temper uniformity. Purchased material (originally) — commercial quality cold rolled sheets, about .031" thick. Blank diameter, about 12".

Nothing very complicated, but when this "closely figured" job was put into production, unanticipated "bugs" drove the stamping department and the management almost to distraction.

"Troubles Usually Come In '3's'"

1. The punching operation distorted the discs. 2. The holes were badly burred. 3. Mounting scrap losses and rework expense in attempts to reflatten the discs and remove the burrs put the job in the red. Worse, production delays upset the end-user—a plea for "escalation" to cover unforeseen costs was turned down cold.

The Mechanics and the Economics

An SOS to Detroit Steel led to a thorough check-up of the job from all mechanical and economic angles. You guessed it . . . we recommended DSC Accutronic* STRIP, and in this case, *full hard temper and in coils.* Here's why: 1. The combination of coils and hard temper would hold down the material cost per pound and help reduce production costs per unit. 2. Accutronic* gauge control would permit a lower thickness limit and significant weight savings. 3. Hard temper would satisfy the physicals.

Here's What Happened

In a trial run the discs stayed flat; the holes punched sharp and clean; output was increased; scrap loss and rework expense were practically eliminated. To top it off—the customer's outside metal finisher reduced his price proportionately to the work saved with DSC STRIP. The job is now running smoothly and on schedule. Our customer says he expects now to come out "all right". . . and *his* customer (one of the Big 3) is satisfied.

What This Success Story Means

No, we're not implying that DSC Accutronic* STRIP is a stamping and roll-forming cure-all, or that we consider ourselves steel medicine men, either. We do mean that 36 years of versatile experience making and applying steel strip has taught us the capabilities and limitations, too, of this product. We'll share our experience with you any time.

For immediate action call your nearest DSC Customer "Rep" or write direct to Detroit Steel Corporation, 2061 State Street, Hamden (Box 1789, New Haven 7), Conn.

Customer Satisfaction –Our No. 1 Job

DSC PRODUCTS

Coke

Coal Chemicals

Pig Iron

Basic Open Hearth Steel Ingots Blooms, Slabs, Billets, Rods

HR and CR Sheet and Strip

Flat CR Spring Steel

Mfrs'. and HC Specialty Wire

Welded Wire Fabric

*Accutronic is a DSC TRADE-MARK, descriptive of DSC CR Sheet and Strip Steels, cold reduced on mills equipped with AccuRay** electronic feed-back thickness-control systems. PURPOSE: LEVEL GAUGE and EVEN TEMPER.

**A registered trade-mark of Industrial Nucleonics Corp.

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The PROOF of DSC®

DETROIT STEEL

is in its performance on your job

EASTERN STRIP DIVISION

Box 1789—New Haven 7, Conn.

EASTERN DISTRICT CUSTOMER "REP" OFFICES

Hamden, Conn., 2061 State St., STate 7-5781

New York 19, N.Y., 250 W. 57th St., COlumbus 5-4870

Worcester 5, Mass., 600 Lincoln St., Phone 5-8686

Business Pattern

A comprehensive summary of the ups and downs of industrial activity in Connecticut for the thirty day period ending on the 15th day of the second previous month.

July Index Above Trend

♦ THE Connecticut Index of Industrial Activity for July moved above the trend line for the first time in 20 months. The index rose over 1 1/2 percentage points to +1.4%.

Highlighting the rise was the strength in business and industrial consumption of electric power. Moreover, average weekly hours and construction employment were higher than seasonally expected. Manufacturing employment slipped as a result of heavier than normal vacation closings.

The U. S. Index reached a peak in May of this year and has since declined to an estimated 7% above trend in July. The decline is principally attributed to the effect, both direct and indirect, of the steel strike.

However, the business recovery on the National scene is still strong with a continually increasing demand for goods and services forming a broad base.

Per Capita Income

During 1958, per capita personal income in Connecticut remained at a high level as this State continued to rank first in the Nation. The U. S. Department of Commerce reported a per person income figure of $2,817 for Connecticut—down slightly from 1957 as a result of the recession.

The New England States as a group showed an average per capita income of $2,335, nearly 14% above the National average. However, the rate of increase in income for New England and the U. S. slowed considerably from the previous year due to the poorer business level.

At present, it would appear that per capita income in 1959 will show a noticeable gain. Total personal income has been mounting steadily so far this year.

Business Recovery

Since bottoming out in mid-1958, there have been two plateaus along the route of the recovery process in Connecticut. The first occurred in the 4th quarter of last year and the second midway through the 1st half of 1959. Business seems to have passed these adjustment periods and now is moving forward. June and July results reflect the renewed vigor currently present in most sectors of the economy.

Through the recovery stage the components of the index have shown varying degrees of improvement. Electric power sales and average weekly hours have been strong, while manufacturing employment has moved up steadily but slowly. Construction employment continued to lag through the 1st quarter of this year and, while now improving, is still below year ago figures.

With the index crossing trend at mid-year, we may now look ahead to the remainder of 1959 as a period of further steady but moderate gains.

Wages vs. Prices

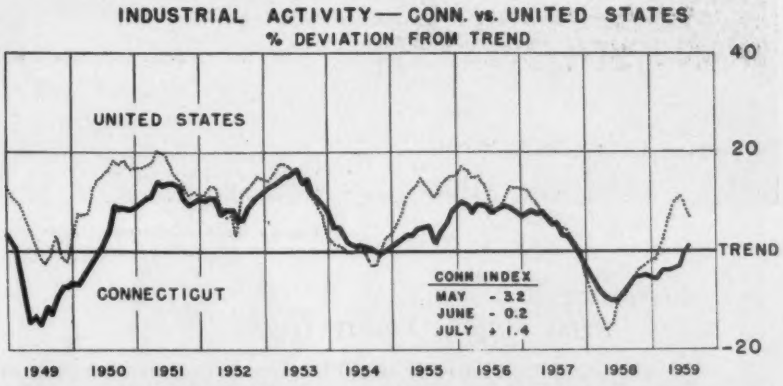
The Consumer Price Index is again moving up but not nearly as rapidly as the improvement occurring in wages.

Total wages, depressed in 1957-59 by the recession shortened workweek, have now advanced to a level 13% above January 1956. Basic wages have climbed steadily to a level 17% above the base month. On the other hand, the Consumer Price Index has risen only 9% for the 3 1/2 year period.

Life Insurance Sales

During the 1st half of 1959 sales of new ordinary life insurance moved up somewhat after its recession pause. The gain in Connecticut was not as vigorous as was experienced Nationally.

Sales in this State inched up only 3% in the first six months of this year. For the country as a whole, insurance sales climbed 10% during the same period. The lag in sales in Connecticut is indicative of the somewhat slower recovery here than is taking place in other areas of the Nation.



E S M

THE EASTERN STEEL & METAL CO.

52 RICHARDS ST., WEST HAVEN, CONN.

STEEL

Enjoy the superior service of a Steel Warehouse with MODERN PRODUCTION METHODS . . . AMPLE INVENTORY . . . FAST, RELIABLE DELIVERY . . . a reputation for placing Customer Service above every other consideration.

Now . . . **ALUMINUM** — As a distributor for the Aluminum Division of the Revere Copper and Brass Co., EASTERN can now assure you these same prime advantages with all your aluminum requirements.

"You must have a good brand of stories to get in to see the 'top boys' every month."

Miss Jones, You're Right

CONNECTICUT INDUSTRY does have a choice variety of stories on its editorial menu each month—the types that help the decision-making men in Connecticut's manufacturing plants keep up to date on current progress and changes in the industries of the state. It is a unique type of magazine tailored especially to highlight the Connecticut industrial scene quickly for busy men who have limited reading time.

C.I.'s editorial menu provides an ideal setting for your product advertising stories. You'll be surprised at the small investment required to put your product or service advertising messages in this ideal setting en-route to the men who control the buying of over $2 billion worth of goods and services annually.

Write or call for advertising rates today.

CONNECTICUT INDUSTRY

928 Farmington Avenue, West Hartford, Connecticut
Telephone Hartford ADams 3-4401

Spotlight on the Future

Contributed by National Association of Purchasing Agents
By Chester F. Ogden, Manager of Purchases
The Detroit Edison Company

General Business Conditions

♦ IN spite of steel, copper, and other strikes, business remains good. Purchasing Executives say that, to date, the steel strike has had little direct effect on their company's business. Statistically, 73% report "very little effect"; 23% "some effect," and only 4% say it has affected their business considerably. However, there is strong indication that, if the strike is not settled in 30 days, many companies will have to seriously curtail production schedules.

Despite the encouraging report of current business, the upswing continues to lose its zip. Production and new order figures, while still good, are again less favorable than the preceding month. Only 31% tell of increased production, as compared to 35% last month, and a high of 60% as recently as May. 54% report no change, and 15% say their production is down.

Similarly, 31% received more new orders. This compared with the 36% reporting an improved new order position last month and 53% in May.

There is little change in the price structure. Watchful waiting best typifies this situation. Inventories, particularly of steel, tend to be lower than in previous months.

Employment is spotty, but generally lower than in July. With few exceptions, supplies of materials are ample and there is no desire to extend commitments.

Commodity Prices

There has been very little price movement in the last month. While there have been some spotty increases, in general these have been offset by reductions on other items. The feeling expressed last month—that prices are marking time pending settlement of the steel strike—is even more pronounced this month. Steel will set the pattern. If steel prices rise, other industries will follow. If the price of steel is not upped, other industries will tend to hold the line.

Statistically this month, 76% of our members say there has been no change in [illegible] over-all increases and 1% reductions.

Inventories

The inventory build-up program that began in January this year, in anticipation of the steel strike, has now ended. For the first time since January, more of our members, 28%, tell of decreases than report increases, 22%. Exactly half say there has been no change.

Of course, some of this reduction has been involuntary. Steel has been consumed and it has been impossible to replace it. However, there is still great reluctance to embark on any kind of a major inventory build-up campaign. Better inventory control seems to be the "order of the day."

Employment

By far, the major cause behind individual reports of lower employment figures is strikes. Where strikes are not plaguing an industry or locality, employment is definitely holding strong. As a matter of fact, there are some reports this month telling of shortages of various kinds of skilled and professional help. But, the relatively broad effect of the steel strike, both direct as in the case of steel producers, and indirect as in the case of the solid fuel industry and the railroads, has resulted in a generally poorer employment picture. While 63% report employment figures unchanged, only 26% report improvement (there were 43% in this category in June). The 11% who say their employment is down, in many instances, mean right to zero.

Buying Policy

For several months now, buyers have been demonstrating that they meant business when, earlier this year, they said their policy would be to hold commitments to the minimum required to meet production needs adquately. Again, in August, there is no evidence that strikes, temporary shortages, or the influx of lower-priced imports have occasioned any change in this policy.

(Composite opinion of purchasing agents who comprise the N.A.P.A. Business Survey Committee, whose Chairman is Chester F. Ogden, Vice President, The Detroit Edison Company, Detroit, Michigan)

IT'S MADE IN CONNECTICUT

EDITOR'S NOTE: This department, giving a partial list of peace-time products manufactured in Connecticut, seeks to facilitate contacts between prospective purchasers in domestic or foreign markets and producers. It includes only those listings purchased by Connecticut manufacturers. Interested buyers may secure further information by writing this department. Listing rates (12-time insertions only): $6.00 for single listing. When several listings are ordered for insertion at the same time following multiple rates apply: $10 for two and $2.00 each beginning with the third.

Abrasives
Fuller Merriam Company The (Vitrified, Resinoid Bonded Grinding Wheels & Segments) West Haven

Absorbents
Nielsen & Sons Inc. John R (oil water and grease) South Windsor

Accounting Forms
Baker-Goodyear Co The Branford

Accounting Machines
Underwood Corporation Bridgeport

Adding Machines
Underwood Corporation Bridgeport

Adhesives
Polymer Industries Inc Springdale
Raybestos Division Raybestos-Manhattan Inc Bridgeport

Advertising Mats
Lockwood Sons Inc Wm H Hartford

Advertising Plates
Lockwood Sons Inc Wm H Hartford

Advertising Specialties
H C Cook Co The Ansonia

Air Compressors
Dunham-Bush, Inc. West Hartford
Spencer Turbine Co The Hartford

Air-Conditioning
Dunham-Bush Inc West Hartford
Norwalk Airconditioning Corp South Norwalk

Air Ducts
Wiremold Co The (Retractable) Hartford

Air Heaters—Direct Fired
Peabody Engineering Corporation Stamford

Air Impellers
The Torrington Manufacturing Co Torrington

Aircraft
Sikorsky Aircraft Division United Aircraft Corporation (helicopters) Bridgeport

Aircraft Accessories
Chandler Evans Div Pratt & Whitney Co Inc (Piston and Jet Engine Accessories—Carburetors, Fuel Controls, Afterburner Regulators, Pumps, Servomechanisms and Protek Plugs) West Hartford
Consolidated Controls Corp Bethel
Fenn Mfg Co The (Hardened and Ground Gear assemblies) Newington
Gabb Special Products Inc (filler caps—pressure fuel servicing systems) Windsor Locks
Hamilton Standard Div United Aircraft Corp (propellors and other aircraft equipment) Windsor Locks

Aircraft Engine Timing Tools
Gabb Special Products Inc Windsor Locks

Aircraft Engine Details
Hartford Machine Screw Co Div of Standard Screw Co Hartford
New Haven Trap Rock Co The Machine Products Div North Branford

Aircraft Engines
Lycoming Division Avco Canufacturing Corp Stratford
Pratt & Whitney Aircraft Div United Aircraft Corp (aircraft) East Hartford

Aircraft Fasteners
Bland Buner Co The Thread Products Div Hartford
Hartford Machine Screw Co Div of Standard Screw Co Hartford
Scovill Manufacturing Company (PANELOC Aircraft Fasteners) Waterbury

Aircraft Instruments
Gorn Electric Company Inc Stamford

Aircraft—Repair & Overhaul
Airport Department Pratt & Whitney Aircraft Division Rentschler Field East Hartford

Aircraft Studs and Bolts
Hartford Machine Screw Co Div of Standard Screw Co Hartford

Aircraft Test Equipment
United Manufacturing Co Division of The W L Maxson Corp Hamden

Alumilite Aluminum Sheets
Leed Co The H A Hamden

Aluminum Awnings
Norlee Aluminum Prod Corp Bloomfield

Aluminum Bronze Castings
Knapp Foundry Company Inc Guilford

Aluminum Castings
Eastern Malleable Iron Company The Naugatuck
Newton-New Haven Co West Haven

Aluminum Die Castings
Mt Vernon Die Casting Corporation Stamford
Stewart Die Casting Div. Stewart-Warner Corp. Bridgeport

Aluminum Extrusions
Bridgeport Brass Company Bridgeport

Aluminum Forgings
Bridgeport Brass Company Bridgeport
Consolidated Industries Inc West Cheshire
Scovill Manufacturing Company Waterbury

Aluminum Ingots
Lapides Metals Corp New Haven

Aluminum Sand Castings
Bridgeport Deoxidized Bronze Corp Bridgeport

Aluminum—Sheet and Rod
Scovill Manufacturing Company Waterbury

Aluminum—Sheets & Coils
United Smelting & Aluminum Co Inc New Haven

Aluminum Windows
Norlee Aluminum Prod Corp (combination and prime) Bloomfield

Ammunition
Winchester-Western Div Olin Mathieson Chemical Corp New Haven

Anodic Coating
Fenn Mfg Co The (Dow 17) Newington

Anodizing
Aluminum Finishing Co. Bridgeport
Leed Co The H A Hamden

Anodizing Equipment
Enthone Inc New Haven

Asbestos
Auburn Manufacturing Company The (gaskets, packings, wicks) Middletown

Asarcon Bronze
Derby Castings Company, The Seymour
Knapp Foundry Company Inc (bushing & bearing stock) Guilford

Assemblies—Small
Barnes Co The Wallace Div Associated Spring Corp Bristol
Greist Manufacturing Co The New Haven
Hartford Machine Screw Co Div of Standard Screw Co Hartford
Stanley Humason Inc Forestville
J H Sessions & Son Bristol

Audio-Visual Equipment
Victor Animatograph Corp a div of Kalart (16mm sound and silent projectors; 35mm filmstrip and sound slide film projectors) Plainville

Automatic Buffing & Polishing Machines
Harper Buffing Machine Company The East Hampton

Auto Cable Housing
Wiremold Company The Hartford

Automatic Assembly Machines
Sperry Products Inc Danbury

Automatic Control Instruments
Bristol Co The (temperature, pressure, flow, humidity, time) Waterbury

Automobiles—Children's
Powercar Company Mystic

Automotive Bodies
Metropolitan Body Company Bridgeport

Automotive Parts
Bridgeport Thermostat Div Robertshaw—Fulton Controls Co (automobile thermostats) Milford
Eis Manufacturing Co (Hydraulic and Mechanical) Middletown
Raybestos Division of Raybestos-Manhattan Inc (Brake Lining, Lined Brake Shoes, Clutch Facings, Automatic Transmission Parts, Fan Belts, Radiator Hose and Miscellaneous Rubber) Bridgeport
Terryville Mfg Co The (stampings for automotive parts) Terryville

Automotive & Service Station Equipment
Scovill Manufacturing Company (Canned Oil Dispensers) Waterbury

Automotive Tools
Eis Manufacturing Company Middletown

Bag Sealing Machines
Derby Sealers Inc Derby

Bakelite Moldings
Watertown Mfg Co The Watertown

Balls
Abbott Ball Co The (steel bearing and burnishing) Hartford
Hartford Steel Ball Co The (steel bearing and burnishing, brass, bronze, monel, stainless aluminum) Hartford
Kilian Steel Ball Corp The Hartford
New Departure Div of General Motors (steel and steel alloys) Bristol
Pioneer Steel Ball Company Inc (steel for bearings, burnishing, graining; also brass, bronze and stainless) Unionville
Superior Steel Ball Co Inc (steel bearings & burnishing material) New Britain

Banbury Mixers
Farrel-Birmingham Company Inc Ansonia

Barrels
Abbott Ball Co The (burnishing and tumbling) Hartford
Enthone Inc (tumbling) New Haven
Esbec Barrel Finishing Corp (burnishing & tumbling) Byram
Hartford-Steel Ball Co The (tumbling) Hartford
King Co Alfred B (tumbling and plating) North Haven

Baskets—Wire
Rolock Inc Fairfield

Bearings
Barden Corporation The (ball) Danbury
Fafnir Bearing Co (ball) New Britain
Marlin-Rockwell Corporation Plainville
New Departure Div of General Motors (ball) Bristol
Norma-Hoffman Bearings Corp (ball and roller) Stamford
Torrington Co The Torrington

Bellows Assemblies
Bridgeport Thermostat Div Robertshaw—Fulton Controls Co Milford

Bellows—Metallic
Bridgeport Thermostat Div Robertshaw—Fulton Controls Co Milford

Bells
Bevin Brothers Mfg Co East Hampton
N N Hill Brass Co The East Hampton

Belt Fasteners
Saling Manufacturing Company (patented self-aligning) Unionville

Belting
Hartford Belting Co Hartford
Russell Mfg Co (High Speed Endless, Laminated Rubber, Roll Stock all types) Middletown

Bends—Pipe or Tube
National Pipe Bending Co The New Haven

Bicycle Sundries
Torrington Co The Torrington

Blacking Salts for Metals
Enthone Inc New Haven
Mitchell-Bradford Chemical Co Milford

Black Oxide Finishing
Black Oxide Inc New Britain

Black Oxide Treatment
Bennett Metal Treating Co The Elmwood

Blades
Capewell Manufacturing Company Metal Saw Division (hack saw and band saw) Hartford

Blocks
Howard Company (cupola fire clay) New Haven

Blower—Centrifugal Type
Spencer Turbine Co., The Hartford

Blower Fans
Colonial Blower Company Plainville
Spencer Turbine Co The Hartford

(Advt.)

Blower Systems
Colonial Blower Company — Plainville
Ripley Co — Middletown
Ventilating Supplies Inc — Plainville

Blower Wheels
Torrington Manufacturing Company The — Torrington

Blueprints and Photostats
Joseph Merritt & Co — Hartford

Boilers
Bigelow Co The — New Haven

Bolts and Nuts
Clark Brothers Bolt Co — Milldale
Hartford Machine Screw Company Div of Standard Screw Co — Hartford
Torrington Co The — Torrington

Boring Tools
Atrax Company The (solid carbide) Newington

Bottles
Feldman Glass Co. The — New Haven

Box Board
Bird & Son Inc — New Britain
Continental Can Co., Boxboard and Folding Carton Division — Montville
Federal Paper Board Co Inc — Montville, New Haven & Versailles
Lydall & Foulds Paper Co The — Manchester
New Haven Board & Carton Co The — New Haven
Robertson Paper Box Co — Montville

Boxes
Bird & Son Inc (corrugated, solid fibre, cleated containers) — New Britain
Connecticut Container Corporation — New Haven
Continental Can Co., Fibre Drum and Corrugated Box Division — Portland
Merriam Mfg Co (steel cash, bond, security, fitted tool and tackle boxes) — Durham
Middletown Mfg Co (metal) — Middletown
Warner Bros Co The (Acetate, Paper, Acetate and Paper Combinations, Counter Display, Setup) — Bridgeport

Boxes and Crates
City Lumber Co of Bridgeport Inc The — Bridgeport

Boxes—Folding
Leshine Carton Co — Branford

Boxes—Metal
Durham Mfg Co. — Durham
Merriam Mfg Co (Bond and Security, Cash and Utility, Personal Files and Drawer Safes) — Durham
Scovill Manufacturing Company (aluminum, brass, bronze, copper-cosmetic, drug, hair pin, ointment, pill, powder, rouge, vanity) — Waterbury

Boxes—Paper—Folding
Atlantic Carton Corp — Norwich
Bridgeport Paper Box Co — Bridgeport
Carpenter-Hayes Paper Box Co Inc — East Hampton
Continental Can Co., Boxboard and Folding Carton Division — Montville
Curtis & Sons Inc S — Sandy Hook
Folding Cartons Incorporated (paper, folding) — Versailles
Mills Inc H J — Bristol
National Folding Box Co Div Federal Paper Board Co Inc (paper folding) — New Haven and Versailles
New Haven Board & Carton Co The — New Haven
Robertson Paper Box Co — Montville
Warner Bros Co The — Bridgeport

Boxes—Paper—Setup
Bridgeport Paper Box Co — Bridgeport
Heminway Corporation The — Waterbury
Mills Inc H J — Bristol
Strouse Adler Company The — New Haven
Warner Bros Co The — Bridgeport

Brake Cables
Eis Manufacturing Co — Middletown

Brake Linings
Raybestos Division of Raybestos-Manhattan Inc (Automotive and Industrial) — Bridgeport
Russell Mfg Co (all types, Fused Fabric, Durak, Wireback, Extruded) — Middletown

Brake Service Parts
Eis Manufacturing Co — Middletown

Brass & Bronze
American Brass Co The (sheet, wire, rods, tubes) — Waterbury
Bridgeport Rolling Mills Company (coil, sheet, strip) — Bridgeport
Bristol Brass Corp The (sheet, wire, rods) — Bristol
Chase Brass & Copper Co — Waterbury
Miller Company The (phosphor bronze and brass in sheets, strips, rolls) — Meriden
Plume & Atwood Mfg Co The (sheet, wire, rod) — Thomaston
Scovill Manufacturing Company — Waterbury
Seymour Mfg Co The (strip, sheet & wire) — Seymour
Tinsheet Metals Co The (sheets and rolls) — Waterbury
Western Brass Mills Div of Olin Mathieson Chemical Corp (sheet, strip) — New Haven

Brass & Bronze Ingot Metal
Mitchell Smelting & Refining Co Inc — Botsford
Plume & Atwood Mfg Co The — Thomaston
Whipple and Choate Company The — Bridgeport

Brass, Bronze, Aluminum Castings
Derby Castings Company, The — Seymour
Victors Brass Foundry Inc — Guilford

Brass Goods
American Brass Company The — Waterbury
Plume & Atwood Mfg Co The (to order) — Waterbury
Rostand Mfg Co. The (Ecclesiastical Brass Wares) — Milford
Scovill Manufacturing Company (to order) — Waterbury
Western Brass Mills Div Olin Mathieson Chemical Corp — New Haven

Brass Mill Products
American Brass Company The — Waterbury
Chase Brass & Copper Co — Waterbury
Plume & Atwood Mfg Co The — Thomaston
Scovill Manufacturing Company — Waterbury
Seymour Manufacturing Co. The — Seymour
Western Brass Mills Div Olin Mathieson Chemical Corp — New Haven

Brick-Building
Donnelly Brick Co The — New Britain
Stiles Corp subsidiary of Plasticrete Corp — North Haven

Bricks—Fire
Howard Company — New Haven
Mullite Works Refractories Div H. K. Porter Co Inc — Shelton

Bright Wire Goods
Sargent & Company (Screw Eyes, Screw Hooks, Cup Hooks, Hooks and Eyes, C H Hooks) — New Haven

Broaching
Hartford Special Machinery Co The — Hartford

Bronze & Aluminum Castings
Knapp Foundry Company Inc (rough or machined) — Guilford

Bronze Sand Castings
Bridgeport Deoxidized Bronze Corp — Bridgeport

Brooms—Brushes
Fuller Brush Co The — Hartford

Buckles
B Schwanda & Sons — Staffordville
Hawie Mfg Co The — Bridgeport
North & Judd Manufacturing Co. — New Britain
Patent Button Co The — Waterbury
Risdon Manufacturing Co John M. Russell Div — Naugatuck

Buffing & Polishing Compositions
Apothecaries Hall Company Division
The Hubbard Hall Chemical Company — Waterbury
Lea Mfg Co — Waterbury

Building Materials
City Lumber Co of Bridgeport Inc — Bridgeport

Burners
Plume & Atwood Mfg Co The (kerosene oil lighting) — Thomaston

Burners—Automatic
Peabody Engineering Corporation — Stamford

Burners—Coal and Oil
Peabody Engineering Corporation (Combined) — Stamford

Burners—Gas
Peabody Engineering Corporation (Blast Furnace) — Stamford

Burners—Gas and Oil
Peabody Engineering Corporation (Combined) — Stamford

Burners—Refinery
Peabody Engineering Corporation (For Gas and Oil) — Stamford

Burnishing
Abbott Ball Co The (Burnishing Barrels and Burnishing Media) — Hartford
Pioneer Steel Ball Company Inc (balls, cones, other metallic shapes) — Unionville

Burs
Atrax Company The (carbide) — Newington
Pratt & Whitney Co Inc (carbide and HSS) — West Hartford

Business Forms
Connecticut Manifold Forms Co. The — West Hartford

Buttons
B Schwanda & Sons — Staffordville
Frank Parizek Manufacturing Co The — Putnam
Patent Button Co The — Waterbury
Scovill Manufacturing Company (Uniform and Tack Fasteners) — Waterbury
Waterbury Companies Inc (Uniform and Fancy Dress) — Waterbury

Cabinet Work
Hartford Builders Finish Co — Hartford

Cable—Asbestos Insulated
Rockbestos Products Corp — New Haven

Cable-Interlocked Armor
General Electric Company — Bridgeport

Cable—Nonmetallic Sheathed
General Electric Company — Bridgeport

Cable—Service Entrance
General Electric Company — Bridgeport

Cages
Andrew B. Hendryx Co The (bird and animal) — New Haven

Cams
American Cam Company Inc — Hartford
Hartford Special Machinery Co The — Hartford
Rowbottom Machine Company Inc — Waterbury

Cams, 2 Dimensional
Mallory Industries, Inc — West Hartford
Parker-Hartford Corporation — Hartford

Cams, 3 Dimensional
Mallory Industries, Inc — West Hartford
Parker-Hartford Corporation — Hartford

Capacitors
Electro Motive Mfg Co Inc. The (mica & trimmer) — Willimantic

Carbide Drawing Dies
State Products Co (eyelet special shape dies) — Oakville

Carbide Shape Dies
Thomaston Tool & Die Co (any form) — Thomaston

Carbide Tools
Atrax Company The (solid) — Newington
Precision Tool & Die Co — Waterbury

Carbon Pile Type Resistors
Engineered Metals — Manchester

Card Clothing
Standard Card Clothing Co The (for textile mills) — Stafford Springs

Card Indexes
Wassell Organization Inc — Westport

Carpenter's Tools
Sargent & Company (Planes, Squares, Plumb Bobs, Bench Screws, Clamps and Saw Vices) — New Haven

Carpets and Rugs
Bigelow-Sanford Carpet Co — Thompsonville

Carton Closure Equipment
Better Packages Inc ("Tape-O-Matic," "Better Pack") — Shelton

Casters
Bassick Company The (Industrial and General) — Bridgeport

Castings
Connecticut Foundry Co (grey iron) — Rocky Hill
Connecticut Malleable Castings Co. (malleable (iron castings) — New Haven
Ductile Iron Foundry Inc — Stratford
Eastern Malleable Iron Company The (malleable iron, metal and alloy) — Naugatuck
Farrel-Birmingham Company Inc (Meehanite Nodular Iron, Steel) — Ansonia
H R Engineering Laboratories Inc (centrifugal, steel mold) — East Haddam
Hartford Electric Steel Corp The (carbon, low alloy and stainless steel castings) — Hartford
Malleable Iron Fittings Co (malleable iron and steel) — Branford
McLagon Foundry Co. (grey iron) — New Haven
Newton-New Haven Co (zinc and aluminum) — West Haven
Nutmeg Crucible Steel Co (steel) — Branford
Plainville Casting Company (gray, alloy and high tensile irons) — Plainville
Philbrick-Booth & Spencer Inc — Hartford
Producto Machine Company The — Bridgeport
Scovill Manufacturing Company (Brass & Bronze) — Waterbury
Turner & Seymour Mfg Co The (gray iron, semi steel and alloy) — Torrington
Union Mfg Co (grey iron & semi steel — New Britain
Waterbury Foundry Company The (highway & sash weights) — Waterbury
Wilcox Crittenden & Co Inc (gray iron and brass) — Middletown

(Advt.)

Castings—Investment
Arwood Precision Casting Corp — Groton

Cements—Refractory
Mullite Works Refractories Div H K Porter Co Inc — Shelton

Centerless Grinding
Brown Manufacturing Co. — New Britain
New England Centerless Grinding, Inc. — West Hartford
Winsted Centerless Co — Winsted

Centers
Ready Tool Co The (anti friction, carbide tipped, high speed) — Stratford

Centrifugal Pumps
Hamco Inc (gasoline or electric driven) — New Haven

Cermets
Russell Mfg Co (for missiles, and for friction materials) — Middletown

Chain
Risdon Manufacturing Co John M Russel Div — Naugatuck
Turner and Seymour Mfg Co The (weldless, sash, jack, safety, furnace, universal, lion and cable) — Torrington

Chain-Beaded
Auto-Swage Products Inc — Shelton
Bead Chain Mfg Co The — Bridgeport

Chain—Power Transmission and Conveying
Whitney Chain Company — Hartford

Chairs
The Hitchcock Chair Company — Riverton

Chemical Manufacturing
Carwin Company The — North Haven

Chemicals
Apothecaries Hall Company Division
The Hubbard Hall Chemical Company — Waterbury
Axton-Cross Co — Shelton
Carwin Company The — North Haven
Macalaster Bicknell Company — New Haven
MacDermid Incorporated — Waterbury
Naugatuck Chemical Division United States Rubber Co — Naugatuck
New England Lime Company — Canaan
Pfizer & Co Inc Chas — Groton
United States Chemical Corp (maintenance and powdered hand soap, floor waxes, cleaners, disinfectants, fuel additives) — New Haven

Chemicals—Agriculture
Naugatuck Chemical Division United States Rubber Co (insecticides, fungicides, weed killers) — Naugatuck

Chemists—Analytical and Consulting
Bridgeport Testing Laboratory Inc — Bridgeport

Christmas Light Clips
Foursome Manufacturing Co — Bristol

Chromium Plating
Chromium Corp of America — Waterbury
Chromium Process Company The — Shelton

Chucks
Cushman Chuck Co The — Hartford
Jacobs Manufacturing Co The — West Hartford
Jacobs Manufacturing Co The (drill chucks lathe collet chucks and arbors) — West Hartford
Union Manufacturing Company — New Britain

Chucks—Drill
Jacobs Manufacturing Co The — West Hartford

Chucks & Face Plate Jaws
Cushman Chuck Co The — Hartford
Union Mfg Co — New Britain

Chucks—Power Operated
Cushman Chuck Co The — Hartford
Union Manufacturing Company — New Britain

Clay
Howard Company (Fire Howard "B" and High Temperature Dry) — New Haven

Cleaning Compounds
Enthone Inc (Industrial) — New Haven
MacDermid Incorporated — Waterbury

Clock Mechanisms
Lux Clock Mfg Co The — Waterbury

Clocks
E Ingraham Co The — Bristol
United States Time Corporation The — Waterbury

Clocks—Alarm
Lux Clock Mfg Co The — Waterbury

Clocks—Automatic Cooking
Lux Clock Mfg Co The — Waterbury

Clutches
Snow-Nabstedt Gear Corp The — New Haven

Clutch Facings
Raybestos Division of Raybestos-Manhattan Inc (Molded, Woven, Semi-metallic and Full-metallic) — Bridgeport
Russell Mfg Co (rubber Shock Cord—all sizes and types) — Middletown

Coils—Electric
Bittermann Electric Company — Canaan
Rowley Spring Co. Inc., The (Air-wound for television and electronic industries) — Bristol

Coils—Pipe or Tube
National Pipe Bending Co The — New Haven
Whitlock Manufacturing Co The — Hartford

Cold Molded Electrical Insulation
Meriden Molded Plastics — Meriden

Commercial Heat Treating
A F Holden Company The — West Haven

Commercial Truck Bodies
King Co Alfred B — North Haven
Metropolitan Body Company — Bridgeport

Compacts
Scovill Manufacturing Company (powder and rouge) — Waterbury

Comparators
Pratt & Whitney Co Inc (Electro-limit and Air-O-Limit) — West Hartford

Compressors
Norwalk Company Inc (high pressure air and gas) — South Norwalk

Computers
Reflectone Corporation The — Stamford
Royal McBee Corp — Hartford

Concrete Products
Plasticrete Corp — Hamden, Hartford, North Haven, Waterbury, Willimantic

Condenser and Heat Exchanger Tubes
Bridgeport Brass Company — Bridgeport
Scovill Manufacturing Company — Waterbury

Cones
Sonoco Products Co (Climax-Lowell Div.) (Paper) — Mystic

Connector
Gorn Electric Co Inc (precision miniature electrical and printed circuit) — Stamford

Consulting Engineers
McNeal J D (Electrical and Electronic) — New Haven
Stanley P. Rockwell Co Inc The (Consulting) — Hartford

Continuous Mill Gages
Pratt & Whitney Co Inc — West Hartford

Contract Machining
Laurel Mfg Co Inc (Precision Production Small Parts) — Plainville
Malleable Iron Fittings Company — Branford

Contract Manufacturers
Fenn Mfg Co The (Precision Machine Work) — Newington
Greist Mfg Co The (metal parts and assemblies) — New Haven
Hartford Machine Screw Co Div of Standard Screw Co — Hartford
Merriam Mfg Co (production runs—metal boxes and containers to specifications) — Durham
Plume & Atwood Mfg Co The (metal parts and assemblies) — Thomaston
Scovill Manufacturing Company (metal parts and assemblies) — Waterbury
J H Sessions & Son — Bristol
Torrington Co The — Torrington

Controllers
Bristol Company The — Waterbury
Manning Maxwell & Moore Inc — Stratford

Controls—Remote
Panish Controls (Remote Controls for Marine & Aeronautic Applications) — Bridgeport

Controls—Hydraulic Remote
Sperry Products Inc — Danbury

Converters DC to AC
Electric Specialty Co — Stamford
Safety Electrical Equipment Corp — New Haven

Conveyer Systems
Hayes-Te Equipment Corp Connecticut Conveyor Division (Conveyor Co The) — Unionville
King Co Alfred B — North Haven
Leeds Conveyor Mfg Co The — East Haven
Production Equipment Co — Meriden

Copper
American Brass Corp The (sheet, wire, rods, tubes) — Waterbury
Bristol Brass Corp The (steel) — Bristol
Chase Brass & Copper Co (sheet, rod, wire tube) — Waterbury
Thinsheet Metals Co The (sheet and rolls) — Waterbury
Western Brass Mills Div Olin Mathieson Chemical Corp — New Haven

Copper Castings
Knapp Foundry Company Inc — Guilford

Copper Sand Castings
Bridgeport Deoxidized Bronze Corp — Bridgeport

Copper Sheets
American Brass Company The — Waterbury
New Haven Copper Co The — Seymour

Copper Shingles
New Haven Copper Co The — Seymour

Copperware
Bridgeport Brass Company (cooking utensils) — Bridgeport

Copper Water Tube
American Brass Company The — Waterbury

Cord
Russell Mfg Co The (marine & aero shock) — Middletown

Cords—Asbestos Insulated
General Electric Company — Bridgeport

Cords—Braided
General Electric Company — Bridgeport

Cords—Heater
General Electric Company — Bridgeport

Cords—Portable
General Electric Company — Bridgeport

Cord Sets—Electric
General Electric Company — Bridgeport
Seeger-Williams Inc — Bridgeport

Cork Cots
Sonoco Products Co (Climax-Lowell Div) — Mystic

Corn Cob Meal
Nielsen & Sons Inc. John R (graded) — South Windsor

Correspondence Files
Wassell Organization Inc — Westport

Corrugated Box Manufacturers
Connecticut Container Corporation — New Haven
Corrugated Containers Inc — Hartford

Corrugated Shipping Cases
Connecticut Container Corporation — New Haven
Continental Can Co. Fibre Drum and Corrugated Box Division — Portland
D L & D Container Corp — New Haven

Cosmetic Containers
Eyelet Specialty Div. International Silver Co. — Wallingford
Plume & Atwood Mfg Co The (metal) — Thomaston
Scovill Manufacturing Company — Waterbury

Cosmetics
J B Williams Co The — Glastonbury

Cotton and Asbestos Wicking
Bland Burner Co The — Hartford

Counting Devices
Veeder-Root Inc — Hartford

Couplings
Scovill Manufacturing Company (hose and tube) — Waterbury

Crushers
Farrel-Birmingham Company Inc (Stone and Ore) — Ansonia

Cushioning for Packaging
Gilman Brothers Co The — Gilman

Cutters
Atrax Company The (solid carbide) — Newington
Hanson-Whitney Co The (thread milling) — Hartford
Mitrametric Co The (ground pinion) — Torrington
Pratt & Whitney Co Inc (Milling Cutters all types carbide and HSS) — West Hartford

Cutting & Creasing Rule
Bartholomew Co H J — Bristol

Data Processing Equipment
Royal McBee Corp — Hartford

Decalcomanias
Sirocco Screenprints — New Haven

Deep Drawings
Stanley Pressed Metal — New Britain
Terryville Mfg Co The — Terryville

Deep Hole Drilling & Reaming
Hamden Deep Hole Drilling Co — Hamden

Delayed Action Mechanism
M H Rhodes Inc — Hartford
R W Cramer Company Inc The — Centerbrook

Demineralizers
Crystal Research Laboratories — Hartford

Design
Designers for Business and Industry (product design-appearance) — New Haven

Design & Drafting Service
Smith & Winchester Mfg Co The — South Windham

Diamonds—Industrial
Parsons Diamond Products Inc — West Hartford

Dictating Machines
Dictaphone Corporation — Bridgeport
Gray Manufacturing Company The — Hartford
SoundScriber Corporation The — New Haven

Die Cast Dies
C & F Tool & Die Corp — Bridgeport

Die Castings
Newton-New Haven Co Inc — New Haven
Stewart Die Casting Div Stewart-Warner Corp — Bridgeport

Die Casting Dies
ABA Tool & Die Co — Manchester
Eastern Machine Screw Corp The — New Haven
Weimann Bros Mfg Co. The — Derby

Die Heads—Self Opening
Eastern Machine Screw Corp The — New Haven
Geometric Tool Division, Greenfield Tap & Die Corp — New Haven

Die Polishing Machinery
Hartford Special Machinery Co The — Hartford

Die Sets
Producto Machine Company The — Bridgeport
Union Mfg Co (precision, steel and semi-steel) — New Britain

Die Sinkers
Pratt & Whitney Co Inc — West Hartford

Dies
Hoggson & Pettis Mfg Co The — New Haven
Mitrametric Co The (ground for gears) — Torrington
Pratt & Whitney Co Inc (Monocone and Ducone Dies) — West Hartford
Pratt & Whitney Co Inc (thread cutting and thread rolling) — West Hartford

Dies & Die Cutting
Douglas Co Geo M — New Haven

Dies—Steel Rule
Acme Steel Rule Die Corporation — Waterbury

Display Containers
National Folding Box Co Div Federal Paper Board Co Inc (folding paperboard) — New Haven and Versailles

Displays—Design & Production
Ad-Craft Displays, Inc. — Bloomfield
Conn-Craft Co. (Plastic) — Waterbury
Stifel & Kufta — New Britain

Display Equipment
Polecats Inc — Old Saybrook

Displays—Metal
Durham Mfg Co The (Designing & Mfg to customers' specifications) — Durham
Merriam Mfg Co (Contract Work to Individual Specifications) — Durham
Parsons Co Inc W A (custom designed) — Durham

Displays—Plastic
Dura Plastics of New York, Inc. — Westport

Door Closers
Sargent & Company — New Haven
Yale & Towne Mfg Co The — Stamford

Doors
Bilco Co The (metal, residential and commercial) — West Haven

Dowel Pins
Allen Manufacturing Co The — Hartford
Hartford Machine Screw Co Div of Standard Screw Co — Hartford
Holo-Krome Screw Corp The — West Hartford
Torrington Co The — Torrington

Drafting Accessories
Joseph Merritt & Co — Hartford

Drawn Shells
Cly-Del Manufacturing Co. — Waterbury

Drill Presses
Townsend Mfg Co The H P — Elmwood

Drilling Machines
Howe & Fant Inc (Turret Type) — East Norwalk
Pratt & Whitney Co Inc (Deep Hole) — West Hartford

Drilling and Tapping Machinery
Hartford Special Machinery Co The — Hartford

Drop Forgings
Atwater Mfg Co — Plantsville
Billings & Spencer Co The — Hartford
Consolidated Industries — West Cheshire
Wilcox Crittenden & Co Inc — Middletown

Druggists' Rubber Sundries
Seamless Rubber Company The — New Haven

Duplicating Machines—Automatic
Pratt & Whitney Co Inc — West Hartford

Dust Collectors
Colonial Blower Co — Plainville
Ventilating Supplies Inc — Plainville

Elastic
Russell Mfg Co (rubber shock cord—all sizes and types) — Middletown

Electric Cables
General Electric Company (for residential, commercial and industrial applications) — Bridgeport
Rockbestos Products Corp (asbestos insulated) — New Haven

Electric Cord Springs
Bristol Spring Manufacturing Co — Plainville

Electric Cords
General Electric Company — Bridgeport
Rockbestos Products Corp (asbestos insulated) — New Haven

Electric Eye Control
Ripley Company Inc — Middletown

Electric Fixture Wire
Rockbestos Products Corp (asbestos insulated) — New Haven

Electric Hand Irons
Winsted Hardware Mfg Co (trade mark "Durabilt") — Winsted

Electric Heating Elements
Hartford Element Co — Hartford

Electric Ignition Harnesses
General Electric Company — Bridgeport

Electric Insulation
Case Brothers Inc — Manchester
Stevens Paper Mills Inc The — Windsor

Electric Lighting Fixtures
Fan-Craft Mfg Co (residential, church, post lanterns) — Plainville
Plume & Atwood Mfg Co The — Thomaston
Wasley Products Inc — Plainville

Electric Motor Controls
Arrow-Hart & Hegeman Electric Co The — Hartford

Electric Motor Winding
Monarch Electric Co (3 phase industrial motors) — New Britain

Electric Motor Repair
B & J Electric Co — Ansonia

Electric Motors
Monarch Electric Co (Allis Chalmers) — New Britain
Safety Electrical Equipment Corp — New Haven

Electric Switches
Arrow-Hart & Hegeman Electric Co The — Hartford

Electric Time Controls
Cramer Controls Corporation The — Centerbrook

Electric Underfloor Duct System
General Electric Company — Bridgeport

Electric Wire
General Electric Company — Bridgeport
Rockbestos Products Corp (asbestos insulated) — New Haven

Electric Wiring Devices
Arrow-Hart & Hegeman Electric Co The — Hartford

Electrical Appliances
Iona Manufacturing Company The — Manchester

Electrical Conduit Fittings & Grounding Specialties
Gillette-Vibber Company The — New London

Electrical Connectors
Burndy Corporation — Norwalk

Electrical Control Apparatus
Plainville Electrical Products Co The — Plainville

Electrical Controls
Monarch Electric Co (Allis Chalmers) — New Britain

Electrical Motors
Electric Specialty Co — Stamford
Iona Manufacturing Company The — Manchester
U S Electrical Motors Inc — Milford

Electrical Recorders
Bristol Co The — Waterbury

Electrical Relays and Controls
Allied Control Co — Plantsville

Electrical Switchboards
Plainville Electrical Products Co The — Plainville
Pneumatic Applications Co — Simsbury

Electrical Test Equipment
McNeal J D — New Haven

Electrical Wiring Systems
Wiremold Co The — Hartford

Electronic Parts
Patent Button Company The — Waterbury
Prentice Mfg Co The G E (stampings to customers' specifications) — Kensington
Terryville Manufacturing Co (Stampings to customer specifications) — Terryville

Electronics
Beau Electronics — Waterbury
Gray Manufacturing Company the — Hartford
McNeal J D — New Haven
Middletown Mfg Co (metal cabinets, chassis panels, brackets, cases) — Middletown
Ripley Co — Middletown
Sturrup Larabee & Warmers Inc — Middletown
Vinco Electronics Corporation — New Haven

Electroplating
Giering Metal Finishing Inc — Hamden
National Sherardizing & Machine Co — Hartford
Waterbury Plating Company — Waterbury

Electroplating—Equipment & Supplies
Apothecaries Hall Company Division — Waterbury
Enthone Inc — New Haven
Hubbard Hall Chemical Company The — Waterbury
Lea Manufacturing Co The — Waterbury
MacDermid Incorporated — Waterbury

Electroplating Processes & Supplies
Enthone Inc — New Haven

Electrotypes
Barnum-Hayward Electrotype Co Inc — New Haven
Lockwood Sons Inc Wm H — Hartford
New Haven Electrotype Div Electrographic Corp — New Haven

Elevators
Eastern Elevator Co (passenger and freight) — New Haven
General Elevator Service Co — Hartford

Enameling
Giering Metal Finishing Inc — Hamden
Waterbury Plating Company — Waterbury

Enamels & Lacquers
Dobbs Chemical Co The (industrial finishes to customers' specifications) — New Haven

End Milling Cutters
Pratt & Whitney Co Inc (carbide and HSS) — West Hartford

End Mills
Atrax Company The (solid carbide) — Newington

Engraving—Plastic and Nonferrous Metals
Conn-Craft Co. — Waterbury
New England Engraving Company Div. of Dura Plastics of New York, Inc. — Westport
Salisbury Products Inc — Lakeville

Envelopes
Curtis 1000 Inc — Hartford
United States Envelope Company Hartford Division — Hartford

Excelsior
Nielsen & Sons Inc John R — South Windsor

Extractors—Tap
Walton Company The — West Hartford (Advt.)

Extruders and Accessories
Davis Electric Company (Ram Type Teflon Extruder) Wallingford
Standard Machinery and Davis-Standard Divisions of Franklin Research Corp Mystic

Eyelets
American Brass Co The Waterbury
Cly-Del Manufacturing Waterbury
Mark Eyelet & Stamping Co (small—metal stampings) Wolcott
Platt Bros & Co The Waterbury
Plume & Atwood Mfg Co The Thomaston
Scovill Manufacturing Company Waterbury
Stevens Co Inc Waterbury
Waterbury Companies Inc Waterbury

Eyelets, Ferrules and Wiring Terminals
American Brass Company The Waterbury
Waterbury Companies Inc Waterbury

Eyelet Machine Products
American Brass Company The Waterbury
Ball & Socket Mfg Co the West Cheshire
Cold Forming Mfg Co The Waterbury
Platt Bros & Co The Waterbury
Plume & Atwood Mfg Co The Thomaston
Stevens Co Inc Waterbury
Waterbury Companies Inc Waterbury

Fabricators
King Co Alfred B North Haven
Scovill Manufacturing Company (aluminum, brass, bronze, copper, steel) Waterbury

Fabrics
Russell Mfg Co (Teflon, Moulded Fabric, Bearing Surfaces, High Temperature Fabrics) Middletown

Fan Blades
Torrington Manufacturing Company The Torrington

Fancy Dress Buttons and Buckles
Waterbury Companies Inc Waterbury

Fans—Electric
General Electric Company Bridgeport
Monarch Electric Co (attic, industrial and ventilating) New Britain

Fans—Industrial
Ventilating Supplies Inc Plainville

Fasteners—Aircraft
Scovill Manufacturing Company (PANELOC Aircraft Fasteners) Waterbury

Fasteners—Industrial
Torrington Co The Torrington

Fasteners—Laundry Proof
Scoville Manufacturing Company (GRIPPER snap fasteners) Waterbury

Fasteners—Slide & Snap
Scovill Manufacturing Company (GRIPPER zippers and GRIPPER snap fasteners) Waterbury

Felt
Auburn Manufacturing Company The (mechanical, cut parts) Middletown
Dryeor Felt Company (paper makers and industrial) Staffordville

Felt—All Purpose
American Felt Co (Mill & Cutting Plant) Glenville
Chas W House & Sons Inc (Mills & Cutting Plant) Unionville

Fiber-glass Fabrication
Davis Co The E J West Haven

Fibre Board
Bird & Son Inc New Britain
Case Brothers Inc Manchester
Colonial Board Company Manchester
C H Norton Co The North Westchester
Stevens Paper Mills Inc The Windsor

File Cards
Standard Card Clothing Co The Stafford Springs

Filing Equipment
Wassell Organization Inc Westport

Filters—Fluid
Cuno Engineering Corp The Meriden

Finger Nail Clippers
H C Cook Co The Ansonia

Firearms
Colt's Patent Fire Arms Mfg Co Inc Hartford
Junior Screw Machine Products Inc West Haven
Marlin Firearms Co The New Haven
O F Mossberg & Sons Inc New Haven
Winchester-Western Div Olin Mathieson Chemical Corp New Haven

Fire Alarm Systems
Fire-Lite Alarms Inc New Haven

Fire Hose
Fabrics Fire Hose (municipal and industrial) Sandy Hook

Fireplace Goods
John P Smith Co The (screens) New Haven

Fireworks
M Backes' Sons Inc Wallingford

Fishing Tackle
H C Cook The Ansonia

Flashlights
Bridgeport Metal Goods Mfg Co Bridgeport

Flat Springs
Bristol Spring Manufacturing Co Plainville
Gemco Manufacturing Co Inc Southington

Flexible Shaft Machines
Pratt & Whitney Co Inc West Hartford

Float Switches
Gorn Electric Co Inc (for aircraft and commerical use) Stamford

Floor & Ceiling Plates
Beaton & Cadwell Mfg Co The New Britain

Fluorescent Lighting Equipment
Fullerton Manufacturing Corp Norwalk
Vanderman Manufacturing Co The Willimantic
Wiremold Company The Hartford

Foam Rubber
Armstrong Rubber Company The West Haven

Forgings
Atwater Manufacturing Company Plantsville
Billings & Spencer Company Hartford
Bridgeport Hardware Mfg Corp The Bridgeport
Capewell Manufacturing Company Hartford
Chase Brass & Copper Co Waterbury
Clark Brothers Bolt Co Millidale
Consolidated Industries Inc West Cheshire
Heppenstall Co (all kinds and shapes) Bridgeport
Scovill Manufacturing Company (Non-ferrous) Waterbury

Foundries
Connecticut Malleable Castings Co (malleable iron castings) New Haven
Derby Castings Company, The Seymour
Ductile Iron Foundry Inc Stratford
Farrel-Birmingham Company Inc (Iron and Steel) Ansonia
Hartford Electric Steel Corp The Hartford
Malleable Iron Fittings Co (Malleable Iron and Steel Castings) Branford
Plainville Casting Company (gray, alloy and high tensile irons) Plainville
Producto Machine Company The Bridgeport
Smith & Winchester Mfg Co The South Windham
Turner & Seymour Mfg Co The (gray, iron, semi steel and alloy) Torrington
Union Mfg Co (gray iron & semi steel) New Britain
Wilcox Crittenden & Co Inc (iron, brass, aluminum and bronze) Middletown

Fountain Pens and Mechanical Pencils
Waterman Pen Company Inc Seymour

Foundry Riddles
John P Smith Co The New Haven

Four Slide Forms
Peck Spring Co Plainville

Frames—Hack Saw
Thompson & Son Co The Henry G New Haven

Fuel Oil Pump and Heater Sets
Peabody Engineering Corporation Stamford

Furnaces
Norwalk Airconditioning Corp South Norwalk

Gage Blocks
Pratt & Whitney Co Inc (Alloy steel and Carbide, Hoke and USA) West Hartford

Galvanizing
Malleable Iron Fittings Co Branford
Wilcox Crittenden & Co Inc Middletown

Gaskets
Auburn Manufacturing Company The (from all materials) Middletown
Raybestos Division of Raybestos-Manhattan Inc Bridgeport

Gaskets—Insulation
American Felt Co Glenville

Gas Range Conversion Burner
Holyoke Heater Corp of Conn Inc Hartford

Gas Scrubbers, Coolers and Absorbers
Peabody Engineering Corporation Stamford

Gauges
Bristol Co The (pressure and vacuum-recording automatic control) Waterbury
Helicoid Gage Division American Chain & Cable Co The (pressure and vacuum) Bridgeport
Manning Maxwell & Moore Inc Stratford
New Haven Trap Rock Co The Machine Products Div (Johan Universal and Special Purpose Gauge) North Branford
Pratt & Whitney Co Inc (Precision Measurement all types) West Hartford

Gears
Mitrametric Co The (blanked fine pitch) Torrington

Gears and Gear Cutting
Farrel-Birmingham Company Inc Ansonia
Fenn Mfg Co The Newington
Hartford Special Machinery Co The Hartford
United Gear & Machine Co Suffield

Generators
Hamco Inc (electric, portable, gasoline driven) New Haven
Safety Electrical Equipment Corp New Haven

Glass Bowing
Macalaster Bicknell Company New Haven

Glass Containers
Feldman Glass Co. The New Haven

Glass Cutters
Fletcher-Terry Co The Forestville

Greeting Cards
A D Steinbach & Sons Inc New Haven

Grinding
Farrel-Birmingham Company Inc (Roll and Cylindrical) Ansonia
Hartford Special Machinery Co The (gears, threads, cams and splines) Hartford
Horberg Grinding Industries Inc (Precision custom grinding; centerless, cylindrical, surfaces, internal and special) Bridgeport
K-F & D Mfg Company The (Contour and Precision) Manchester

Grinding Heads—Internal
Pratt & Whitney Co Inc (Pneumatic, High Speed) West Hartford

Grinding Machines
Farrel-Birmingham Company Inc (Roll) Ansonia
Pratt & Whitney Co Inc (Surface, Die, Gear and Cutter Grinders) West Hartford
Rowbottom Machine Company Inc (cam) Waterbury

Grinding Wheels
Fuller Merriam Company The West Haven

Grommets
American Brass Company The Waterbury
Plume & Atwood Mfg Co The Waterbury

Hack and Band Saw Blades
Capewell Manufacturing Co The Hartford

Hair Hygiene Preparations
Parker Herbex Corporation Stamford

Hammers—Carpenters and Machinists
Capewell Manufacturing Company Hartford

Hand Tools
Billings and Spencer Company (wrenches sockets and shop tools) Hartford
Bridgeport Hardware Mfg Corp The (screw drivers, wrenches, nail pullers, box & crate openers, pliers, saws, trowels & special forgings) Bridgeport

Hardened and Ground Parts
Hartford Machine Screw Company Div of Standard Screw Co Hartford

Hardness Testers
Wilson Mechanical Instrument Div American Chain & Cable Company Inc Bridgeport

Hardware
Bassick Company The (Automotive) Bridgeport
City Lumber Co of Bridgeport Inc Bridgeport
Gordon Associates Derby
Harlock Products Corp New Haven
Sargent & Company New Haven
Wilcox Crittenden & Co Inc (marine heavy and industrial) Middletown
Yale & Towne Mfg Co The Stamford

Hardware—Marine & Bus
Rostand Mfg Co The Milford

Hardware—Trailer Cabinet
Excelsior Hardware Co The Stamford

Hardware, Trunk & Luggage
Corbin Cabinet Lock Div American Hardware Corp New Britain
J H Sessions & Son Bristol
Yale & Towne Mfg Co The Stamford

Hat Machinery
Doran Bros Inc Danbury

Health Surgical & Orthopedic Supports
Berger Brothers Company The (custom made for back, breast and abdomen) New Haven

Heat Elements
Electro-Flex Heat Inc Hartford
Safeway Heat Elements Inc (woven wire resistance type) Middletown

Heat Exchangers
Whitlock Manufacturing Co The Hartford
Dunham-Bush, Inc. West Hartford

Heat Sealing—Electronic
Berger Bros (vinyl-polyethylene) New Haven

Heat Treating
Bennett Metal Treating Co The — Elmwood
Commercial Metal Treating Co — Bridgeport
Hartford Machine Screw Company — Hartford
New Britain-Gridley Machine Division The New Britain Machine Co — New Britain
New Haven Heat Treating Co Inc — New Haven
Skene Co Inc The William A (metals) — Bridgeport
Stanley P Rockwell Co Inc The — Hartford (Advt.)

Heat-Treating Equipment
Barnes Co The Wallace Div Associated Spring Corp — Bristol
Bauer & Company Inc — Hartford
Rolock Inc (Retorts, Muffles, etc) — Fairfield
Stanley P Rockwell Co Inc The (commercial) — Hartford

Heat Treating Fixtures
Rolock Inc (Trays, Baskets, etc.) — Fairfield
Wiretex Mfg Co Inc — Bridgeport

Heat Treating Salts and Compounds
Mitchell-Bradford Chemical Co — Milford

Heaters—Electric
General Electric Company — Bridgeport

Heating
Dunham-Bush, Inc. — West Hartford

Heating and Cooling Coils
G & O Manufacturing Co — New Haven

Heating Elements
Hartford Element Co — Hartford

Heavy Chemicals
Naugatuck Chemical Division United States Rubber Co (sulphuric, nitric and muriatic acids and aniline oil) — Naugatuck

Heavy Machinery
Smith & Winchester Mfg Co The — South Windham

Hex-Socket Screws
Allen Manufacturing Company The — Hartford
Bristol Company The — Waterbury
Hartford Machine Screw Co Div of Standard Screw Co — Hartford
Holo-Krome Screw Corp The — West Hartford

High Frequency Alternators
Electric Specialty Co — Stamford
Safety Electrical Equipment Corp — New Haven

Highway Guard Rail Hardware
Malleable Iron Fittings Co — Branford

Hinges
Homer D Bronson Company — Beacon Falls

Hobs and Hobbings
ABA Tool & Die Co — Manchester
Pratt & Whitney Co Inc (Die and Thread milling) — West Hartford

Hobs
Hanson-Whitney Co The (fine pitch gear) — Hartford

Hoists and Trolleys
Union Mfg Company — New Britain

Honing
K-F & D Mfg Company The — Manchester

Hose Fittings
Scovill Manufacturing Company — Waterbury

Hose—Flexible Metallic
American Brass Co
American Metal Hose Branch — Waterbury

Hose Supporter Trimmings
Hawie Mfg Co The (So-Lo Grip Tabs) — Bridgeport

Hospital & Rehabilitation Equipment
Polecats Inc — Old Saybrook

Hydraulic Brake Fluids
Eis Manufacturing Co — Middletown

Hypodermic Needles
Roehr Products Company — Waterbury

Impregnating
American Metaseal Inc (metal, wood etc.) — Hamden

Industrial Chrome Plating
Mirror Polishing & Buffing Co — Waterbury

Industrial Displays
Sansone Co S Frederick (Designers Builders and Counselors) — Short Beach

Industrial Finishes
Chemical Coatings Corporation — Rocky Hill

Inks
Waterman Pen Company Inc — Seymour

Insecticides
American Cyanamid Company — Waterbury

Instalment Payment Books
Wassell Organization Inc — Westport

Insulated Wire & Cable
General Electric Company (for residential commercial and industrial applications) — Bridgeport
Kerite Company The — Seymour

Insulated Wire & Cable Machinery
Davis Electric Company — Wallingford

Instruments
Bristol Company The — Waterbury
Manning Maxwell & Moore Inc — Stratford
Penn Keystone Corporation — Derby
Pratt & Whitney Co Inc (Precision Measuring) — West Hartford
Terryville Mfg Co The (stampings for) — Terryville

Integrators
Reflectone Corporation The — Stamford

Intercommunication
Action Systems Co — Meriden

Interval Timers
Lux Clock Manufacturing Company — Waterbury
Rhodes Inc M H — Hartford

Jacquard
Case Brothers Inc — Manchester

Japanning
H Sessions & Son — Bristol

Jig Borer
Linley Brothers Company — Bridgeport
Moore Special Tool Co (Moore) — Bridgeport
Pratt & Whitney Co Inc — West Hartford

Jigs, Fixtures & Gages
Federal Machine & Tool Co — Bristol

Jig Grinder
Moore Special Tool Co (Moore) — Bridgeport
Pratt & Whitney Co Inc — West Hartford

Junior Automobiles
Power Car Company — Mystic

Keller Machines
Pratt & Whitney Co Inc — West Hartford

Key Blanks
Sargent & Company — New Haven
Yale & Towne Mfg Co The — Stamford

Labels
Naugatuck Chemical Division United States Rubber Co (for rubber articles) — Naugatuck

Label Dispensers
Derby Sealers Inc (pressure-sensitive labels) — Derby

Label Moisteners
Better Packages Inc ("Counterboy"—"Packer") — Shelton
Derby Sealers Inc — Derby

Laboratory Equipment
Eastern Industries Inc — New Haven

Laboratory Supplies
Macalaster Bicknell Company — New Haven

Laces
American Fabrics Company The — Bridgeport
Wilcox Lace Corporation The — Middletown

Laces and Nettings
Wilcox Lace Corporation The — Middletown

Lacquers & Synthetic Enamels
Chemical Coatings Corporation — Rocky Hill
I-Sis Chemicals Inc — Stamford

Ladders
Flint Co A W — New Haven

Laminated Metal
Bridgeport Brass Company — Bridgeport

Lamps
Plume & Atwood Mfg Co The (metal oil) — Waterbury

Lampholders—Incandescent and Fluorescent
General Electric Company — Bridgeport

Lamp Shades
Verplex Company The — Essex

Lanterns—Battery Operated
Electrical Div Olin Mathieson Chemical Corp — New Haven

Lathes—Toolroom and Automatic
Pratt & Whitney Co Inc — West Hartford

Lead Plating
Christie Plating Co The — Groton

Leather
Herman Roser & Sons Inc (Genuine Pigskin) — Glastonbury

Leather Dog Furnishings
Andrew B Hendryx Co The — New Haven
The Smith-Worthington Saddlery Co — Hartford

Leather, Mechanical
Auburn Manufacturing Company The (packings, cubs, washers, etc) — Middletown

Letterheads
Lehman Brothers Inc (designers, engravers, lithographers) — New Haven

Lighting Accessories—Fluorescent
General Electric Company — Bridgeport

Lighting Equipment
Fullerton Manufacturing Corp — Norwalk
Miller Co The (Miller, Ivanhoe) — Meriden

Lime
New England Lime Company — Canaan

Lipstick Cases
Scovill Manufacturing Company — Waterbury

Lipstick Containers
Bridgeport Metal Goods Mfg Co — Bridgeport
Plume & Atwood Manufacturing Co — Waterbury

Lithographers
O'Toole & Sons Inc T — Stamford

Lithographing
City Printing Co. The — New Haven
Kellogg & Bulkeley A Division of Connecticut Printers Inc — Hartford
Lehman Brothers Inc — New Haven
A. D. Steinbach & Sons — New Haven

Locks—Banks
Yale & Towne Mfg Co The — Stamford

Locks—Builders
Sargent & Company — New Haven
Yale & Towne Mfg Co The — Stamford

Locks—Cabinet
Excelsior Hardware Co The — Stamford
Yale & Towne Mfg Co The — Stamford

Locks—Special Purpose
Yale & Towne Mfg Co The — Stamford

Locks—Suitcase and Trimmings
Excelsior Hardware Co The — Stamford

Locks—Trunk
Excelsior Hardware Co The — Stamford
Yale & Towne Mfg Co The — Stamford

Locks—Zipper
Excelsior Hardware Co The — Stamford

Loom—Non-Metallic
Wiremold Company The — Hartford

Lubricants—Extreme Temperatures
Alpha Molykote Corp — Stamford

Lubricants—High Pressure
Alpha Molykote Corp — Stamford

Lubricating System—Mist
Thompson & Son Co The Henry G — New Haven

Lumber & Millwork Products
City Lumber Co of Bridgeport Inc — Bridgeport

Machetes
Collins Company The — Collinsville

Machine Design
Black Rock Mfg Co The — Bridgeport

Machine Overload Monitors
Sperry Products Inc — Danbury

Machine Shop Fabrication
Smith & Winchester Mfg Co The — South Windham (Advt.)

IT'S MADE IN CONNECTICUT

Machine Tools
Farrel-Birmingham Company Inc — Ansonia
Pratt & Whitney Co Inc — West Hartford
Producto Machine Company The — Bridgeport

Machine Work
Banthin Engineering Co — Bridgeport
Black Rock Mfg Co The — Bridgeport
Farrel-Birmingham Company Inc — Ansonia
Fenn Manufacturing Company The (precision parts) — Newington
Fuller Brush Company The (precision contract work) — Hartford
Hartford Special Machinery Co The (contract work only) — Hartford
National Sheradizing & Machine Co. (job) — Hartford
New Haven Trap Rock Co The Machine Products Div — North Branford
Parker-Hartford Corporation — Hartford
Swan Tool & Machine Co The — Hartford
Safety Electrical Equipment Corp — New Haven
Torrington Manufacturing Co The (special rolling mill machinery) — Torrington
Torrington Co The — Torrington

Machinery
Conn Machine Repair Inc (special mfg) — Bridgeport
Davis Electric Company (Wire and Cable) — Wallingford
Fenn Manufacturing Company The (special) — Newington
Hallden Machine Company The (mill) — Thomaston
Torrington Manufacturing Co The (mill) — Torrington
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc (metal working) — Waterbury

Machinery—Automatic
Banthin Engineering Company (new and rebuilt) — Bridgeport

Machinery—Bolt and Nut
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Machinery—Cold Heading
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Machinery Dealers & Rebuilders
Botwinik Brothers — New Haven
Bristol Metal Working Equipment — East Hartford
Conn Machine Repair Inc — Bridgeport
J L Lucas and Son — Fairfield
State Machinery Co Inc — New Haven

Machinery—Extruding
Standard Machinery and Davis-Standard Divisions of Franklin Research Corp — Mystic

Machinery—Metal-Working
Fenn Mfg Co The — Newington
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury
Pratt & Whitney Co Inc — West Hartford

Machinery—Nut
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc (forming and tapping) — Waterbury

Machinery—Screw and Rivet
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Machinery—Wire Drawing
Fenn Mfg Co The — Newington
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Machinery Rebuilding
Conn Machine Repair Inc — Bridgeport

Machinery—Wire Straightening
Mettler Machine Tool Inc — New Haven
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Machinery—Wire Straightening and Cutting
Mettler Machine Tool Inc — New Haven

Machines
Campbell Machine Div American Chain & Cable Co Inc (cutting & nibbling) — Bridgeport
Coulter & McKenzie Machine Co The (special, new development engineering design and construction) — Bridgeport
Patent Button Company The — Waterbury

Machines Automatic
Globe Tapping Machine Co — Bridgeport

Machines—Automatic Chucking
New Britain-Gridley Machine Division The New Britain Machine Co (multiple spindle and double end) — New Britain
Pratt & Whitney Co Inc (Potter & Johnson) — West Hartford

Machines—Brushing
Fuller Brush Co The — Hartford

Machines—Draw Benches
Fenn Manufacturing Company The Newington
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Machines—Forming
Nilson Machine Company The A H (four-slide wire and ribbon stock) — Shelton

Machines—Paper Ruling
John McAdams & Sons Inc — Norwalk

Machines—Precision Boring
New Britain-Gridley Machine Division The New Britain Machine Co. — New Britain

Machines—Rolling
Fenn Manufacturing Company The — Newington

Machines—Slotting
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc (screw head) — Waterbury

Machines—Special
Fenn Mfg Co The — Newington
Fuller Brush Co The — Hartford

Machines—Swaging
Fenn Manufacturing Company The Newington
Torrington Co The — Torrington
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Machines—Thread Rolling
Hartford Special Machinery Co The — Hartford
Peterson Division Mettler Machine Tool Inc — New Haven
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Machines—Turks Head
Fenn Manufacturing Company The Newington
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Machines—Wire Drawing
Fenn Manufacturing Company The Newington
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Machining—Horizontal Boring
Tucker Machine Co — New Haven

Manganese Bronze Ingot
Whipple and Choate Company — Bridgeport

Manicure Instruments
W E Bassett Company The — Derby

Marine Equipment
Wilcox-Crittenden Div North & Judd Mfg Co — Middletown

Marine Reserve Gears
Snow-Nabstedt Gear Corp The — New Haven

Marking Devices
Cooney Engraving Co — Branford
Hoggson & Pettis Mfg Co The — New Haven
Parker-Hartford Corporation (steel) — Hartford

Marking Tools
Parker-Hartford Corporation — Hartford

Masonry Products
Plasticrete Corp — Hamden, Hartford, North Haven, Waterbury, Willimantic

Materials Handling
Hayes-Te Equipment Corp Connecticut Conveyor Division (Conn-Veyor) — Unionville
Parsons Co Inc W A (tote pans) — Durham

Mats—Newspaper
Lockwood Sons Inc Wm H — Hartford

Mattresses
Waterbury Mattress Co — Waterbury

Metal Boxes
Durham Mfg Co — Durham
Parsons Co Inc W A (tool kits) — Durham

Metal Boxes and Displays
Durham Mfg Co The (Designing & Mfg to customers' specifications) — Durham
Merriam Mfg Co (Bond, Security, Cash, Utility, Personal Files, Drawer Safes, Custombilt containers and displays) — Durham
Middletown Mfg Co — Middletown

Metal Cleaners
Apothecaries Hall Company Division The Hubbard Hall Chemical Company — Waterbury
Enthone Inc — New Haven
MacDermid Incorporated — Waterbury

Metal Finishes
Enthone Inc — New Haven
Mitchell-Bradford Chemical Co — Milford

Metal Finishing
Hartford Industrial Finishing Co — Hartford
National Sheradizing & Machine Co — Hartford
Waterbury Plating Company — Waterbury

Metal Formings
Master Engineering Company — West Cheshire
Stanley Pressed Metal — New Britain

Metallurgists
Bridgeport Testing Laboratory Inc — Bridgeport

Metal Mouldings
Leed Co The H A — Hamden

Metal Novelties
H C Cook Co The — Ansonia

Metal Products—Stampings
American Brass Company The — Waterbury
Plume & Atwood Manufacturing Co — Thomaston
Prentice Mfg Co The G E — Kensington
J H Sessions & Son — Bristol
Scovill Manufacturing Company (Made-to-Order) — Waterbury
Stanley Pressed Metal — New Britain

Metal Specialties
Excelsior Hardware Co The — Stamford
Torrington Co The — Torrington

Metal Spinning
Moseley Metal Crafts Inc — West Hartford

Metal Stampings
American Brass Company The — Waterbury
Better Formed Metals Inc — Waterbury
Cly-Del Manufacturing Co. — Waterbury
DooVal Tool & Mfg Inc The — Naugatuck
Excelsior Hardware Co The — Stamford
Greist Mfg Co The — New Haven
H C Cook Co The — Ansonia
Stanley Humason Inc — Forestville
Mohawk Mfg Co (threaded) — Middletown
North & Judd Manufacturing Co — New Britain
J A Otterbein Company The (metal fabrications) — Middletown
J H Sessions & Son — Bristol
Patent Button Co The — Waterbury
Plume & Atwood Mfg Co The — Thomaston
Saling Manufacturing Company — Unionville
Swan Tool & Machine Co The — Hartford
Terryville Manufacturing Co — Terryville
Waterbury Companies, Inc. — Waterbury
Waterbury Lock & Specialty Co The — Milford

Meters—Gas
Sprague Meter Company — Bridgeport

Meters—Parking
Rhodes Inc M H — Hartford

Microfilming
American Microfilming Service Co. — New Haven
Cine-Video Productions Inc — Milford

Milk Bottle Carriers
John P Smith Co The — New Haven

Mill Machinery
Torrington Manufacturing Company The — Torrington
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Milling Machines
Pratt & Whitney Co Inc (Keller Tracer—Controlled Milling Machines) — West Hartford
Rowbottom Machine Company Inc (cam) — Waterbury

Mill Products
Scovill Manufacturing Company (aluminum, brass, bronze, nickel silver—sheet, rod, wire, tube) — Waterbury

Mill Supplies
Wilcox-Crittenden Div North & Judd Mfg Co — Middletown

Millwork
Hartford Builders Finish Co — Hartford

Miniature Precision Connectors
Gorn Electric Co — Stamford

Minute Minders
Lux Clock Mfg Co The — Waterbury

Mirror Rosettes and Hangers
Waterbury Companies Inc — Waterbury

Mixing Equipment
Easter Industries Inc — New Haven

Model Work
B & N Tool & Engineering Co (instruments and timing devices) — Thomaston
Conn-Craft Co. (Architectural and Industrial) — Waterbury

Mops
Fuller Brush Co The — Hartford

(Advt.)

Motion Picture Equipment
Victor Animatograph Corp a div of Kalart (16mm sound and silent projectors film splicers and rewinders) Plainville

Motion Pictures
Cine-Video Productions Inc Milford

Motor—Generator Sets
Electric Specialty Co Stamford
Safety Electrical Equipment Corp New Haven

Motors—Electric Timing
Cramer Controls Corporation The Centerbrook

Motors—Hysteresis Synchronous
Beau Electronics Waterbury

Motors—Synchronous
Cramer Controls Corporation The Centerbrook
Electric Specialty Co Stamford

Moulded Plastic Products
Butterfield Inc T F Naugatuck
Patent Button Co The Waterbury
Scott & Sons Mfg Co Geo S Wallingford
Waterbury Companies Inc Waterbury
Watertown Mfg Co The Watertown

Mouldings
Himmel Brothers Co The (architectural, metal and store front) Hamden

Moulds
ABA Tool & Die Co Manchester
Hoggston & Pettis Mfg Co The (steel) New Haven

Name Plates
Conn-Craft Co. (Metal and Plastic) Waterbury
Cooney Engraving Co Branford
Seton Name Plate Co (metal & plastic name plates and identification tags) New Haven

Napper Clothing
Standard Card Clothing Co The (for textile mills) Stafford Springs

Nettings
Wilcox Lace Corp The Middletown

Newspaper Mats
Lockwood Sons Inc Wm H Hartford

Nickel Anodes
Apothecaries Hall Company Division
The Hubbard Hall Chemical Company
Seymour Manufacturing Co. The Seymour
Waterbury

Nickel Silver
American Brass Company The Waterbury
Bridgeport Brass Company Bridgeport
Plume & Atwood Mfg Co The Thomaston
Seymour Mfg Co The Seymour
Waterbury Rolling Mills Inc (sheets, strips, rolls) Waterbury
Western Brass Mills Div Olin Mathieson Chemical Corp (sheet, strip) New Haven

Nickel Silver Ingot
Whipple and Choate Company The Bridgeport

Night Latches
Sargent & Company New Haven
Yale & Towne Mfg Co Inc Stamford

Nitriding
Hartford Machine Screw Company Hartford

Non-ferrous Metal Castings
Miller Company The Meriden

Nuts, Bolts and Washers
Clark Brothers Bolt Co Milldale
Hartford Machine Screw Co Div of Standard Screw Co Hartford
Torrington Co The Torrington

Office Equipment
Pitney-Bowes Inc Stamford
Underwood Corporation Bridgeport & Hartford
Wassell Organization Inc Westport

Office Printing
Kellogg & Bulkeley A Division of Connecticut Printers Inc Hartford

Offset Printing
City Printing Co. The New Haven

Oil Burners
Miller Company The (domestic) Meriden
Peabody Engineering Corp (Mechanical and/or Steam Atomizer) Stamford
Silent Gow Oil Burner Corp The Hartford

Oil Tanks
Norwalk Tank Co The (550 to 30M gals, underwriters above and under ground) South Norwalk
Whitlock Manufacturing Co The Hartford

Oils—Cutting
Anderson Oil and Chemical Company, Inc. Portland

Optical Cores & Ingots
Plume & Atwood Mfg Co The Thomaston

Otis Woven Awning Stripes
The Falls Company Norwich

Ovens—Electric
Bauer & Company Inc Hartford

Packaging-Engineering
Commerce Packaging Corp Stamford
National Export Corp. (Military and Commercial—equipped for domestic and export packaging, canning, crating and shipping) New Haven

Packaging & Packing
Commerce Packaging Corp Stamford
Mercer & Stewart Co The Hartford

Packing
Auburn Manufacturing Company The (leather, rubber, asbestos, fibre) Middletown
Raybestos Division of Raybestos-Manhattan Inc (Asbestos and Rubber Sheet) Bridgeport

Padlocks
Sargent & Company New Haven
Waterbury Lock & Specialty Co The Milford
Yale & Towne Mfg Co Inc Stamford

Pads—Office
The Baker Goodyear Company Branford

Paints
Tredennick Paint Manufacturing Co The Meriden

Panelyte
Leed Co The H A Hamden

Pants
Moore Special Tool Co (crush wheel dresser) Bridgeport

Pantographic Reproduction & Fabrication
Conn-Craft Co. (Metals, Plastics and Wood) Waterbury

Paperboard
Continental Can Co., Boxboard and Folding Carton Division Montville
Federal Paper Board Co Inc New Haven
New Haven Board & Carton Co The Montville, New Haven & Versailles
Robertson Paper Box Co Montville

Paper Boxes
Atlantic Carton Corp (folding) Norwich
National Folding Box Co Div Federal Paper Board Co Inc (folding) New Haven & Versailles
Mills Inc H J Bristol
New Haven Board & Carton Co The New Haven
Roberston Paper Box Co (folding) Montville

Paper Boxes—Folding and Setup
Bridgeport Paper Box Company Bridgeport
M Backers' Sons Inc Wallingford

Paper Clips
H C Cook Co The (steel) Ansonia

Paper Mill Machinery
Farrel-Birmingham Company Inc Ansonia

Paper—Shredded
Nielsen & Sons Inc John R South Windsor

Paper Tubes and Cores
Sonoco Products Co (Climax-Lowell) Div Mystic

Parallel Tubes
Sonoco Products Co (Climax-Lowell) Div Mystic

Parking Meters
Rhodes Inc M H Hartford

Parts
Hartford Machine Screw Co Div of Standard Screw Co Hartford
Scovill Manufacturing Company (ammunition, electric instrument, electrical appliance, fountain pen, instrument, lighting fixture, ordance, etc.—blanked, stamped, formed, drawn, re-drawn, forged, screw machined, headed, pointed, finished) Waterbury
Torrington Co The Torrington

Pattern-Makers
Farrel-Birmingham Company Inc Ansonia

Pattern Shop
Smith & Winchester Mfg Co The South Windham

Penlights
Bridgeport Metal Goods Mfg Co Bridgeport

Pet Furnishings
Andrew B Hendrix Co The New Haven

Phosphor Bronze
American Brass Company The Waterbury
Bridgeport Brass Company Bridgeport
Miller Company The (sheets, strips, rolls) Meriden
Seymour Mfg Co The Seymour
Waterbury Rolling Mills Inc (sheets, strips, rolls) Waterbury
Western Brass Mills Div Olin Mathieson Chemical Corp (sheets, strip) New Haven

Phosphor Bronze Ingots
Whipple and Choate Company The Bridgeport

Photo Engraving
Dowd Wyllie & Olson Inc Hartford
Wilcox Photo Engraving Co Inc New Haven

Photocopy Equipment and Supplies
Ludwig Inc F G Old Saybrook

Photographic Equipment
Electrical Div Olin Mathieson Chemical Corp New Haven
Kalart Company Inc Plainville

Piano Repairs
Pratt Read & Co Inc (keys and action) Ivoryton

Piano Supplies
Pratt Read & Co (keys and actions, backs, plates) Ivoryton

Pillow Blocks
New Departure Div of General Motors (ball) Bristol

Pins
CEM Company ("Spirol") Danielson
Hartford Machine Screw Co Div of Standard Screw Co Hartford
Torrington Co The (Dowel & Taper) Torrington

Pipe
American Brass Co The (brass and copper) Waterbury
Chase Brass & Copper Co (red brass and copper) Waterbury
Howard Co (cement well and chimney) New Haven

Pipe Fittings
Malleable Iron Fittings Co Branford

Pipe Plugs
Hartford Machine Screw Co Div of Standard Screw Co Hartford
Holo-Krome Screw Corporation The (countersunk) West Hartford

Pipe Plugs—Socketed
Hartford Machine Screw Co Div of Standard Screw Co Hartford
Holo-Krome Screw Corp The West Hartford

Pistols & Revolvers
Colt's Patent Fire Arms Mfg Co Inc Hartford

Plastic Bottles
Plax Corporation Bloomfield

Plastic Buttons
Frank Parizek Manufacturing Co The West Willington
Patent Button Co The Waterbury

Plastic Engraving
Conn-Craft Co. Waterbury
New England Engraving Co Div of Dura Plastics of New York Inc Westport
Salisbury Products Inc Lakeville

Plastic Extruders
Danielson Mfg Co The (nylon and other engineering plastics) Danielson
Jessall Plastics Div of The Electric Storage Battery Co Kensington

Plastic Fabrication
Conn-Craft Co. Waterbury
Dura Plastics of New York, Inc. Westport
Fabricon Corp Unionville
Salisbury Products Inc Lakeville

Plastic Film & Sheet Materials
Gilman Brothers Co The Gilman
Plax Corporation Bloomfield

Plastic Forming
Dura Plastics of New York, Inc. Westport

Plastic Lining Equipment
Enthone Inc New Haven

Plastic Machinery
Black Rock Mfg Co The Bridgeport

Plastic Material
Dura Plastics of New York, Inc. (sheet, rod & tube) Westport

Plastic Molders
Plastic Molding Corporation Sandy Hook

Plastic Molding
Butterfield Inc T F Naugatuck
U S Plastic Molding Corporation Wallingford

Plastic Moulders
Conn Plastics Waterbury
Danielson Mfg Co The (nylon and other engineering plastics) Danielson
Engineered Plastics, Inc. Watertown
Scott & Sons Mfg Co Geo S Wallingford
Waterbury Companies Inc Waterbury
Watertown Mfg Co The Watertown

Plastic Pipe and Fittings
Colonial Blower Co Plainville
Danielson Mfg Co The (nylon and other engineering plastics) Danielson
Enthone Inc New Haven

Plastic Printing Plates
Lockwood Sons Inc Wm H Hartford

Plastic Rod
Danielson Mfg Co The (nylon and other engineering plastics) Danielson

Plastic Tape
Danielson Mfg Co The (nylon and other engineering plastics) Danielson

Plastic Tubing
Danielson Mfg Co The (nylon and other engineering plastics) Danielson

Plastic Wire Coating Materials
Electronic Rubber Co Stamford

Plastics
Naugatuck Chemical Division United States Rubber Co Naugatuck (Advt.)

Plastics Machinery
Farrel-Birmingham Company Inc Ansonia

Plastics—Moulds & Dies
Crown Tool & Die Co Inc Bridgeport

Plasticrete Bloc
Plasticrete Corp Hamden, Hartford, North Haven, Waterbury, Willimantic

Platers
Acme Chromium Plating Co. New Haven
Christie Plating Co Groton
Chromium Process Company The (Chromium Plating only) Shelton
Patent Button Co The Waterbury
Water Plating Company Waterbury

Platers' Equipment
Apothecaries Hall Company Waterbury
Enthone Inc New Haven
Lea Manufacturing Co The Waterbury
MacDermid Incorporated Waterbury

Platers Metal
Plume & Atwood Mfg Co The Thomaston

Plating
Christie Plating Co The (including lead plating) Groton
Giering Metal Finishing Inc Hamden
Superior Plating Co Bridgeport
Tec-Plate Inc Windsor Locks

Plating Processes and Supplies
Enthone Inc New Haven
Seymour Manufacturing Co. The Seymour
State Testing Laboratory Inc (plating analyses) Bridgeport

Plumbers' Brass Goods
Keeney Mfg Co The (special bends) Newington
McGuire Mfg. Co. Waterbury
Scovill Manufacturing Company Waterbury

Plumbing Specialties
Risdon Manufacturing Co John M Russell Div Naugatuck

Pneumatic Conveyors
Spencer Turbine Co., The Hartford

Pole Line Hardware
Malleable Iron Fittings Co Branford

Police Equipment
The Smith-Worthington Saddery Co Hartford

Polishing
C & E Metal Finishing Co Hartford
Mirror Polishing & Buffing Co Waterbury

Postage Meters
Pitney Bowes Inc Stamford

Potentiometers—Electronic
Bristol Company The Waterbury

Precision Machine Tool Spindles
Whitnon Manufacturing Co (for milling, grinding, boring & drilling) Farmington

Precision Manufacturing
Hartford Machine Screw Co Div of Standard Screw Co Hartford
Torrington Co The Torrington

Precision Revolving Machinery
Whiton Manufacturing Co Farmington

Precision Sheet Metal Fabrication
Milford Fabricating Co Milford

Precision Springs & Wire Forms
Rowley Spring Co Inc The Bristol

Premium Specialties
Waterbury Companies Inc Waterbury

Preservatives—Wood, Rope, Fabric
Darworth Incorporated ("Cuprinol") ("Cellu-san") Simsbury

Pressboard
Case & Risley Press Paper Co (genuine) Oneco

Press Papers
Case Brothers Inc Manchester

Presses
Farrel-Birmingham Company Inc (Hydraulic) Ansonia

Presses—Power
Pneumatic Applications Co The (modernization of presses through conversion to Wichita Air Clutch operation) Simsbury
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc Waterbury

Pressure Vessels
Norwalk Tank Co Inc The (unfired to ASME Code Par U 69-70) South Norwalk
Rolock Inc Fairfield
Whitlock Manufacturing Co The Hartford

Printing
Allied Printing Service Inc Manchester
Bussmann Press Inc New Haven
Case Lockwood & Brainard A Division of Connecticut Printers Inc Hartford
City Printing Co. The New Haven
Finlay Brothers Hartford
Heminway Corporation The Waterbury
Hildreth Press Bristol
Hunter Press Hartford
Lehman Brothers Inc New Haven
Miller-Johnson, Inc. Meriden
Taylor & Greenough Co The Wethersfield
T B Simonds Inc Hartford
A D Steinbach & Sons New Haven
The Walker-Rackliff Company New Haven

Printing Machinery
Banthin Engineering Co (automatic) Bridgeport

Printing Plates
Lockwood Sons Inc Wm H Hartford

Printing Rollers
Chambers-Storck Company Inc The (engraved) Norwich

Printing—Silk Screen
Ad-Craft Displays, Inc. Bloomfield

Production Control Equipment
Ripley Company Inc Middletown
Wassell Organization Inc Westport

Profilers
Pratt & Whitney Co Inc West Hartford

Propellers—Aircraft
Hamilton Standard Div United Aircraft Corp (propellers and other aircraft equipment) Windsor Locks

Protective Coatings
Harrison Company The A S (Waxes) South Norwalk

Publishers
O'Toole & Sons Inc The Stamford

Pumps
Sumo Pumps Inc (Deep-well electro-submersible) Stamford
Yale & Towne Mfg Co The Stamford

Pumps—Small Industrial
Eastern Industries Inc New Haven

Punches
Hoggson & Pettis Mfg Co The (ticket & cloth) New Haven

Putty Softeners—Electrical
Fletcher Terry Co The Forestville

Pyrometers
Bristol Co The (recording and controlling) Waterbury

Radiation—Finned Copper
Bush Manufacturing Co West Hartford
G & O Manufacturing Company The New Haven
Vulcan Radiator Co The (steel and copper) Hartford

Radiators—Engine Cooling
G & O Manufacturing Co New Haven

Ratchet Offset Screw Driver
Chapman Co J W Durham

Rayon Staple Fiber
Hartford Rayon Corp The Rocky Hill

Reamers
Atrax Company The (solid carbide) Newington
Pratt & Whitney Co Inc (All types) West Hartford
Pratt & Whitney Co Inc (all types carbide and HSS) West Hartford

Record Equipment
Wassell Organization Inc (filing equipment) Westport

Recorders
Bristol Co The (automatic controllers, temperature, pressure, flow, humidity) Waterbury

Reduction Gears
Farrel-Birmingham Company Inc Ansonia
Snow-Nabstedt Gear Corp The New Haven

Refractories
Howard Company New Haven
Mullite Works Refractories Div H K Porter Co Inc Shelton

Refrigeration
Dunham-Bush Inc West Hartford

Research & Development
Raymond Engineering Laboratories (Electro-Mechanical) Middletown
State Testing Laboratory Inc (chemical/physical testing) Bridgeport

Resistance Wire
C O Jeliff Mfg Co The (nickel chromium, copper nickel, iron chromium, aluminum) Southport
Kanathal Corporation The Stamford

Respirators
American Optical Company Safety Products Division Putnam

Retainers
Hartford Steel Ball Co The (bicycle & automotive) Hartford

Rigid Plastic Sheet Material
Gilman Brothers Company The Gilman

Riveting Machines
Grant Mfg & Machine Co The Bridgeport
Linley Brothers Company Bridgeport
Ripley Company Inc Middletown
H P Townsend Manufacturing Co The Elmwood

Rivets
Clark Brothers Bolt Co Milldale
Plume & Atwood Mfg Co The Thomaston
Raybestos Div of Raybestos-Manhattan Inc The (brass and aluminum tubular and solid copper) Bridgeport
Raybestos Div of Raybestos-Manhattan Inc The (iron) Bridgeport

Rods
American Brass Company The (copper, brass, bronze) Waterbury
Bridgeport Brass Company Bridgeport
Bristol Brass Corp The (brass and bronze) Bristol
Scovill Manufacturing Company (aluminum, brass, bronze, etc.) Waterbury

Rollers—Bituminous Paving
Gabb Special Products Div E Horton & Son Company Windsor Locks

Roller Skate Wheels
Raybestos Division of Raybestos-Manhattan Inc Bridgeport

Rolling Mills & Equipment
Farrel-Birmingham Company Inc Ansonia
Fenn Mfg Co The Newington
Precision Methods & Machines Inc Waterbury
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc Waterbury

Rolls
Farrel-Birmingham Company Inc (Chilled and Alloy Iron, Steel) Ansonia

Roofing
Lurie Inc A Bloomfield

Rotary Files
Atrax Company The (carbide) Newington

Routers
Atrax Company The (solid carbide) Newington

Rubber Chemicals
Naugatuck Chemical Division United States Rubber Co Naugatuck
Stamford Rubber Supply Co The ("Factice" Vulcanized Vegetable Oils) Stamford

Rubber Cutting Machinery
Black Rock Mfg Co The Bridgeport

Rubberized Fabrics
Duro-Gloss Rubber Co The New Haven

Rubber Footwear
Goodyear Rubber Co The Middletown

Rubber Gloves
Seamless Rubber Company The New Haven

Rubber—Handmade Specialties
Seamless Rubber Company The New Haven

Rubber Latex Compounds and Dispersions
Naugatuck Chemical Division United States Rubber Co (coating, impregnating and adhesive compounds) Naugatuck (Advt.)

Rubber Mill Machinery
Farrel-Birmingham Company Inc — Ansonia

Rubber—Molded Specialties
Airex Rubber Prod Corp — Portland
Bond Rubber Corporation — Derby
Seamless Rubber Company The — New Haven

Rubber Products
Airex Rubber Prod Corp — Portland

Rubber Printing Plates
ADS Inc Div CSW Plastic Types Inc — Hartford
Lockwood Sons Inc Wm H — Hartford

Rubber Products—Mechanical
American Felt Co — Glenville
Auburn Manufacturing Company The (washers, gaskets, molded parts) — Middletown
Seamless Rubber Company The — New Haven

Rubber—Reclaimed
Naugatuck Chemical Division United States Rubber Co — Naugatuck

Rubbers
Naugatuck Chemical Div U S Rubber Co (synthetic rubbers and latex) — Naugatuck

Rubbish Burners
John P Smith Co The — New Haven

Rust Preventives
Anderson Oil and Chemical Company, Inc — Portland
Enthone Inc — New Haven

Rust Removers
Enthone Inc — New Haven

Saddlery
The Smith-Worthington Saddlery Co — Hartford

Safety Belts
Russell Mfg Co — Middletown

Safety Clothing
American Optical Company Safety Products Division — Putnam

Safety Fuses
Ensign-Bickford Co The (mining & detonating) — Simsbury

Safety Gloves and Mittens
American Optical Company Safety Products Division — Putnam

Safety Goggles
American Optical Company Safety Products Division — Putnam

Saw Blades—Hack
Capewell Mfg Co The — Hartford
Thompson & Son Co The Henry G — New Haven

Saw Blades—Hack & Band
Capewell Manufacturing Company — Hartford

Saws, Band, Metal Cutting
Atlantic Saw Mfg Co — New Haven
Capewell Manufacturing Co The — Hartford
Thompson & Son Co The Henry G — New Haven

Saws—Hole
Capewell Manufacturing Co The — Hartford
Thompson & Son Co The Henry G — New Haven

Sawdust
Nielsen & Sons Inc John R (graded hardwood and softwood) — South Windsor

Scissors
Acme Shear Company The — Bridgeport

Screens
Hartford Wire Works Co The (Windows, Doors and Porches) — Hartford
Norlee Aluminum Prod Corp — Bloomfield

Screw Caps
Weimann Bros Mfg Co The (small for bottles) — Derby

Screw Machines
H P Townsend Mfg Company The — Elmwood

Screw Machine Products
Accurate Screw Products Inc (B & S Swiss & Davenports) — Southington
Apex Tool Co Inc The — Bridgeport
Auto Electric Screw Machine Co Inc — Bridgeport
Brown Manufacturing Co (up to 1½" capacity) — New Britain
Consolidated Industries — West Cheshire
Eastern Machine Screw Corp The — New Haven
Fairchild Screw Products Inc — Winsted
Franklin Screw Machine Co The (up to 1½" capacity) — Hartford
Garthwait Mfg Co A E (up to and incl ½") — Hartford
Greist Mfg Co The (up to 1½" capacity) — New Haven
Hartford Machine Screw Co Div of Standard Screw Co (up to 5" capacity) — Hartford
Horberg Grinding Industries Inc (heat treated and ground type only) — Bridgeport

Screw Machine Products (Cont.)
Stanley Humason Inc — Forestville
Independent Screw Machine Products (up to and incl 1¼" capacity) — Hartford
Junior Screw Machine Products Inc — West Haven
Lowe Mfg Co The — Wethersfield
Main Screw Machine Products (davenport & automatics exclusively) — Waterbury
National Automatic Products Company The — Berlin
Nelson's Screw Machine Products — Plantsville
New Britain Machine Company The — New Britain
New Haven Screw Machine Prods Inc (up to 1½" capacity) — Milford
Newton Screw Machine Products Co — Plainville
Olson Brothers Company (up to ¾" capacity) — Plainville
Olson & Sons R P — Southington
Plume & Atwood Mfg Co The — Thomaston
Scovill Manufacturing Company — Waterbury
United Screw Machine Co — Thomaston
Waterbury Machine Tools & Products Co (Brown & Sharpe and Davenport) — Waterbury

Screw Machine Tools
American Cam Company Inc (Circular Form Tools) — Hartford
Pratt & Whitney Co Inc Reamers, Taps, Dies, Blades and Knurls) — West Hartford
Somma Tool Co (precision circular form tools) — Waterbury

Screws
Allen Manufacturing Company The — Hartford
American Screw Company — Willimantic
Atlantic Screw Works (wood) — Hartford
Bristol Company The (socket set and socket cap screws) — Waterbury
Clark Brothers Bolt Co — Milldale
Hartford Machine Screw Co Div of Standard Screw Co — Hartford
Holo-Krome Screw Corporation The (socket set and socket cap) — West Hartford
Scovill Manufacturing Company — Waterbury
Superior Manufacturing Co The — Winsted
Torrington Co The — Torrington

Screws—Socket
Allen Manufacturing Company The — Hartford
Bristol Co The — Waterbury
Hartford Machine Screw Co Div of Standard Screw Co — Hartford
Holo-Krome Screw Corp The — West Hartford

Sealing Tape Machines
Better Packages Inc ("Counterboy," "Tape-shooter," "Big Inch") — Shelton
Derby Sealers Inc (gummed and pressure-sensitive tapes) — Derby

Seals
Russell Mfg Co (for oven doors and fire bulkheads) — Middletown

Sewing Machines
Greist Mfg Co The (Sewing Machine attachments) — New Haven
Singer Manufacturing Company The (industrial) — Bridgeport

Sharpeners
Gorn Electric Co Inc (electric knife and scissors) — Stamford

Shaving Soaps
J B Williams Co The — Glastonbury

Shears
Acme Shear Co The (household) — Bridgeport

Sheet Metal Fabrications
Lurie Inc A — Bloomfield

Sheet Metal Products
American Brass Co The (brass and copper) — Waterbury
Merriam Mfg Co (security boxes, fitted tool boxes, tackle boxes, displays) — Durham
Parsons Co Inc W A (fabricators) — Durham
Plume & Atwood Mfg Co The — Thomaston
United Manufacturing Co Division of the W L Maxson Corp — Hamden

Sheet Metal Stampings
American Brass Company The — Waterbury
American Buckle Co The — West Haven
DooVal Tool & Mfg Inc The — Naugatuck
J H Sessions & Son — Bristol
Plume & Atwood Mfg Co The — Thomaston
Scovill Manufacturing Company (aluminum, brass, bronze, copper, nickel silver, steel and other metals and alloys) — Waterbury
Terryville Mfg Co The — Terryville

Sheet Steel
Dolan Steel Company Inc — Bridgeport

Shell Cores
Victors Brass Foundry Inc — Guilford

Shell Molding
Victors Brass Foundry Inc — Guilford

Shells
Scovill Manufacturing Company (aluminum, brass, bronze, copper, nickel silver—drawn, stamped—electric socket, screw) — Waterbury
Terryville Mfg Co The — Terryville
Wolcott Tool and Manufacturing Company Inc — Waterbury

Showcase Lighting Equipment
Wiremold Company The — Hartford

Signals
H C Cook Co The (for card files) — Ansonia

Signs
Ad-Craft Displays, Inc. (all types, quantity only) — Bloomfield
Conn-Craft Co. (3 Dimensional, Plastic, Metal & Wood) — Waterbury

Silk Screen Process Printing
Ad-Craft Displays Inc — Bloomfield
Norton Co R H — New Haven
Sirocco Screen prints — New Haven
Stifel & Kufta Inc — New Britain

Silk Screening on Metal
Ad-Craft Displays Inc — Bloomfield
Merriam Mfg Co (Displays and Specialties, to order) — Durham

Silverware
Wallace Silversmiths, Inc. — Wallingford

Simulators
Reflectone Corporation The — Stamford

Sintered Metal Products
American Sinterings Div of Engineered Plastics Inc (Powder Metal Parts) — Watertown
Raybestos Division of Raybestos-Manhattan Inc — Bridgeport

Sizing and Finishing Compounds
American Cyanamid Company — Waterbury

Slide Fasteners
G E Prentice Mfg Co The — Kensington
Scovill Manufacturing Company (GRIPPER zippers) — Waterbury

Smoke Stacks
Bigelow Company The (steel) — New Haven
Norwalk Tank Co The — South Norwalk

Snap Fasteners
Scovill Manufacturing Company (GRIPPER snap fasteners) — Waterbury

Soap
J B Williams Co The (industrial soaps, toilet soaps, shaving soaps) — Glastonbury

Sound Equipment
Vinco Electronics Corporation — New Haven

Special Machinery
Banthin Engineering Company (complete and/or parts) — Bridgeport
Black Rock Mfg Co The — Bridgeport
Farrel-Birmingham Company Inc — Ansonia
Federal Machine & Tool Co — Bristol
Fenn Mfg Co The — Newington
Hartford Special Machinery Co The — Hartford
H P Townsend Mfg Company The — Elmwood
National Sheradizing & Machine Co (mandrels & stock shells for rubber industry) — Hartford
Swan Tool & Machine Co The — Hartford
Tucker Machine Co — New Haven

Special Parts
Fenn Mfg Co The — Newington
Greist Mfg Co The (small machines, especially precision stampings) — New Haven
Hartford Machine Screw Company Div of Standard Screw Co — Hartford
J H Sessions & Son — Bristol
Torrington Co The — Torrington

Spinnings
Gray Manufacturing Company The — Hartford

Spline Milling Machines
Townsend Mfg Co The H P — Elmwood

Spotwelding
Spotwelders Inc (aluminum, steel, magnesium, titanium & alloys) — Stratford

Spray Painting Equipment and Supplies
Lea Manufacturing Co The — Waterbury

Spring Coiling Machines
Torrington Manufacturing Co The — Torrington

Spring Presses
Townsend Mfg Co The H P — Elmwood

Spring Units
Owen Silent Spring Division American Chain & Cable Company Inc — Bridgeport

Spring Washers
Barnes Co The Wallace Div Associated Spring Corp — Bristol
Terryville Mfg Co The — Terryville

Springs
Central Spring Co (Torsion and Double Torsion) — Terryville

Springs—Coil & Flat
Barnes Co The Wallace Div Associated Spring Corp — Bristol
Barrett Co William L — Bristol
Bristol Spring Manufacturing Co — Plainville
Foursome Manufacturing Co — Bristol
Newcomb Spring Corp The — Southington
New England Spring Mfg Co — Unionville
Peck Spring Co The — Plainville
Stanley Humason Inc — Forestville

Springs—Flat
Atlantic Precision Spring Co — Forestville
Barnes Co The Wallace Div Associated Spring Corp — Bristol
Bristol Spring Manufacturing Co — Plainville
Foursome Manufacturing Co — Bristol
Stanley Humason Inc — Forestville
New England Spring Mfg. Co. — Unionville
Peck Spring Co — Plainville

(Advt.)

IT'S MADE IN CONNECTICUT

Springs—Wire
Banner Spring Corporation Hartford
Barnes Co The Wallace Div Associated Spring Corp Bristol
Bernston Co J W Plainville
Bristol Spring Manufacturing Co Plainville
Colonial Spring Corporation The Hartford
Connecticut Spring Corporation The (compression, extension, torsion) Hartford
Foursome Manufacturing Co Bristol
Stanley Humason Inc Forestville
Newcomb Spring Corp The Southington
New England Spring Mfg. Co. Unionville
Peck Spring Co Plainville
D R Templeman Co (coil and torsion) Plainville

Springs, Wire & Flat
Peck Spring Co Plainville

Sprinklers
Scovill Manufacturing Company (GREEN SPOT) Waterbury

Stamped Metal Products
American Brass Company The Waterbury

Stampings
DooVal Tool & Mfg Inc The Naugatuck
Foursome Manufacturing Co Bristol
Plume & Atwood Mfg Co The (small) Thomaston
Scovill Manufacturing Company (aluminum, brass, bronze, copper, nickel silver, steel and other metals and alloys—automotive, electrical, radio, etc.—deep drawn, enameled) Waterbury
Stanley Pressed Metal New Britain

Stampings—Small
Acme Shear Co The Bridgeport
Barnes Co The Wallace Div Associated Spring Corp Bristol
Barret Co William L Bristol
Bristol Spring Manufacturing Co Plainville
Greist Manufacturing Co The New Haven
Stanley Humason Inc Forestville
Wire Form Inc Milldale

Stamps
Hoggson & Pettis Mfg Co The (steel) New Haven
Parker-Hartford Corporation (steel) Hartford
Schwab & Company (steel) Bridgeport

Stationery Specialties
American Brass Company The Waterbury

Steel Castings
Hartford Electric Steel Corp The (carbon, low alloy and stainless steel castings) Hartford
Malleable Iron Fittings Co Branford
Nutmeg Crucible Steel Co Branford

Steel—Cold Rolled Spring
Barnes Co The Wallace Div Associated Spring Corp Bristol
Detroit Steel Corporation Hamden

Steel—Cold Rolled Stainless
Seymour Manufacturing Co. The Seymour
Ulbrich Stainless Steels Wallingford
Wallingford Steel Company Wallingford

Steel—Cold Rolled Strip
Detroit Steel Corporation Hamden

Steel—Cold Rolled Strip and Sheets
Detroit Steel Corporation New Haven
Wallingford Steel Company Wallingford

Steel Goods
Merriam Mfg Co (sheets products to order) Durham

Steel—Ground Flat Stock
Thompson & Son Co The Henry G New Haven

Steel Rolling Rules
Waterbury Lock & Specialty Co The Milford

Steel Stamps
Cooney Engraving Co Branford

Stereotypes
New Haven Electrotype Div Electrographic Corp New Haven

Stop Clocks, Electric
H C Thompson Clock Co the Bristol

Storage Batteries
R A E Storage Battery Mfg Co Glastonbury

Straps, Leather
Auburn Manufacturing Company The (textile, industrial, skate, carriage) Middletown

Strip Steel
Dolan Steel Company Inc Bridgeport

Structural Mouldings
Leed Co The H A Hamden

Studio Couches
Waterbury Mattress Co Waterbury

Super Refractories
Mullite Works Refractories Div H K Porter Co Inc Shelton

Surface Metal Raceway & Fittings
Wiremold Company The Hartford

Surgical Dressings
Acme Cotton Products Co Inc East Killingly
Seamless Rubber Company The New Haven

Surgical Rubber Goods
Seamless Rubber Company The New Haven

Swaging Machinery
Fenn Mfg Co The Newington
Torrington Co The Torrington
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc Waterbury

Sweeping Compounds
Nielsen & Sons Inc John R South Windsor

Switchboards Wire and Cables
Rockbestos Products Corp (asbestos insulated) New Haven

Switches—Electric
General Electric Company Bridgeport

Synthetic Fabrics
American Felt Co Glenville

Tableware—Stainless Steel
Wallace Silversmiths, Inc. Wallingford

Tableware—Sterling Silver
Wallace Silversmiths, Inc. Wallingford

Tabulating Equipment—Manual
Denominator Company Inc Woodbury
Veeder-Root Incorporated Hartford

Tanks
Acme Welding Div United Tool & Die Co West Hartford
Bigelow Company The (steel) New Haven
Comco Inc Div of Enthone Inc (steel, alloy and lined) New Haven
Colonial Blower Co (steel and alloy) Plainville
Connecticut Welders Inc (steel, alloy & lined) Wallingford
Enthone Inc New Haven
King Co Alfred B (steel, alloy and lined) North Haven
Norwalk Tank Co The South Norwalk
Rolock Inc (Alloy) Fairfield
Storts Welding Company (steel and alloy) Meriden

Tap Extractors
Walton Company The West Hartford

Tape
Russell Mfg Co (Glass Electrical Insulating Tapes, Glass Fabrics for Plastic Moulding) Middletown

Tapes—Industrial Pressure Sensitive
Seamless Rubber Company The New Haven

Tape Machines
Better Packages Inc (Manual and electric models for case taping) Shelton
Derby Sealers Inc (manual and electric models) Derby

Taps
Hanson-Whitney Company The Hartford
Pratt & Whitney Co Inc West Hartford

Tarred Lines
Brownell & Co Inc Moodus

Telemetering Instruments
Bristol Co The Waterbury

Television—Radio
Junior Screw Machine Products Inc West Haven

Testers—Insulation
McNeal J D New Haven

Testers—Insulation Wire & Cable
Davis Electric Company Wallingford

Testers—Nondestructive, Ultrasonic
Sperry Products Inc Danbury

Testing
State Testing Laboratory Inc (environmental, X-ray, tensile, bearings) Bridgeport

Textile Printing Gums
Polymer Industries Inc Springdale

Textile Processors
Amerbelle Corporation Rockville

Thermometers
Bristol Co The (recording and automatic control) Waterbury
Manning Maxwell & Moore Inc Stratford

Thin Gauge Metals
Plume & Atwood Mfg Co The Thomaston
Thinsheet Metals Co The (plain or tinned in rolls) Waterbury

Thread
American Thread Co The Willimantic
Belding Heminway Corticelli Putnam

Thread Chasers
Geometric Tool Division, Greenfield Tap & Die Corp New Haven

Thread Gages
Hanson-Whitney Company The Hartford
Pratt & Whitney Co Inc West Hartford

Thread Milling Machines
Pratt & Whitney Co Inc West Hartford

Thread Rolling
Bland Burner Co The Thread Products Div Hartford

Thread Rolling Machinery
Hartford Special Machinery Co The Hartford
Mettler Machine Tool Inc New Haven
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc Waterbury

Threading Machines
Grant Mfg & Machine Co The (double end automatic) Bridgeport

Timers, Interval
A W Haydon Co The Waterbury
H C Thompson Clock Co The Bristol
Cramer Controls Corporation The Centerbrook
Rhodes Inc M H Hartford

Timing Devices
B & N Tool & Engineering Co (development and model work) Thomaston
Cramer Controls Corporation The Centerbrook
A W Haydon Co The Waterbury
Lux Clock Manufacturing Company Waterbury
Rhodes Inc MH Hartford
United States Time Corporation The Waterbury

Timing Devices & Time Switches
A W Haydon Co The Waterbury
Lux Clock Manufacturing Company Waterbury
M H Rhodes Inc Hartford

Tinning
Thinsheet Metals Co The (non-ferrous metals in rolls) Waterbury
Wilcox-Crittenden Div North & Judd Mfg Co Middletown

Tires
Armstrong Rubber Company The West Haven

Tokens
Scovill Manufacturing Company (bus, street car and subway fare) Waterbury

Tool Bits
Thompson & Son Co The Henry G New Haven

Tool Chests
Vanderman Manufacturing Co The Willimantic

Tool Hardening
Commercial Metal Treating Co Bridgeport

Tools
B & N Tool & Engineering Co (dies, jigs, fixtures, sub-press and progressive) Thomaston
Hoggson & Pettis Mfg Co The (rubber workers) 141 Brewery St New Haven

Tools & Dies
Metropolitan Tool & Die Hartford
Moore Special Tool Co Bridgeport
Swan Tool & Machine Co The Hartford

Tools, Dies & Fixtures
Greist Mfg Co The New Haven

Tools, Dies, Jigs & Fixtures
Lyons Tool & Die (modelwork, jig boring) Meriden
Otterbein Co J A Middletown
Telke Tool & Die Mfg Co Kensington

Tools, Fixtures, Gauges
Fredericks Tool Co J F West Hartford

Totalizers
Reflectone Corporation The Stamford

Toys
Geo S Scott Mfg Co The Wallingford
Gilbert Co The A C New Haven
N N Hill Brass Co The East Hampton
Terryville Mfg Co The (stampings for) Terryville
Waterbury Companies Inc Waterbury

Transformers
Monarch Electric Co (Allis Chalmers) New Britain

Trucks—Commercial
Metropolitan Body Company (International Harvester Truck chassis and "Metro" bodies) Bridgeport

Truck—Lift
Excelsior Hardware Co The Stamford

Trucks—Skid Platforms
Excelsior Hardware Co The (lift) Stamford

Tube Clips
H C Cook Co The (for collapsible tubes) Ansonia
Weimann Bros Mfg Co The (for collapsible tubes) Derby

Tube Fittings
Scovill Manufacturing Company (UNIFLARE flared tube and LOXIT compression tube) Waterbury

Tubers
Standard Machinery and Davis-Standard Divisions of Franklin Research Corp Mystic (Advt.)

Tubes—Collapsible Metal
Sheffield Tube Corp The — New London

Tubing
American Brass Co The (brass and copper) — Waterbury
G & O Manufacturing Co (finned) — New Haven
Scovill Manufacturing Company (Brass and Copper) — Waterbury
Wallingford Steel Co The (stainless and super metals) — Wallingford

Tubing—Flexible Metallic
American Brass Co Metal Hose Branch — Waterbury

Tubing—Heat Exchanger
American Brass Company The — Waterbury
Scovill Manufacturing Company — Waterbury

Tumbling Barrels and Accessories
Nielsen & Sons Inc John R — South Windsor

Tumbling Equipment and Supplies
Esbec Barrel Finishing Corp — Byram

Tumbling Service
Esbec Barrel Finishing Corp — Meriden

Turntables
Macton Machinery Company Inc (industrial & display) — Stamford

Typewriters
Royal McBee Corp — Hartford
Underwood Corporation — Hartford

Typewriters—Portable
Underwood Corporation — Hartford

Typewriter Ribbons and Supplies
Royal McBee Corp — Hartford
Underwood Corporation — Hartford and Bridgeport

Ultrasonic Processing Equipment
General Ultrasonics Co The — Hartford

Underclearer Rolls
Sonoco Products Co (Climax-Lowell Div) — Mystic

V-Belt Drives
Monarch Electric Co (Allis Chalmers) — New Britain

Valves
Jenkins Bros — Bridgeport

Vacuum Bottles and Containers
American Thermos Products Co — Norwich

Vacuum Cleaners
Electrolux Corporation — Old Greenwich
Spencer Turbine Co The — Hartford

Valves—Aircraft
Bridgeport Thermostat Div Robertshaw-Fulton Controls Co — Milford

Valves—Relief & Control
Beaton & Caldwell Mfg Co — New Britain

Valves—Safety & Relief
Manning Maxwell & Moore Inc — Stratford

Vanity Boxes
Bridgeport Metal Goods Mfg Co — Bridgeport
Plume & Atwood Manufacturing Co — Thomaston
Scovill Manufacturing Company — Waterbury

Velvets
American Velvet Co (owned and operated by A Wimpfheimer & Bros Inc) — Stonington
Leiss Velvet Mfg Co Inc The — Willimantic

Venetian Blinds
Findell Manufacturing Company — Manchester
Jennings Company The S Barry — New Haven

Ventilating Systems
Colonial Blower Company — Plainville
Ventilating Supplies Inc — Plainville

Vertical Shapers
Pratt & Whitney Co Inc — West Hartford

Vibrators—Pneumatic
Branford Co The (industrial) — New Britain

Vinyl Extrusion & Moulding Compounds
Electronic Rubber Co — Stamford

Vises
Fenn Manufacturing Company The (Quick-Action Vises) — Newington
Vanderman Manufacturing Co The (Combination Bench Pipe) — Willimantic

Wall Paper
Stamford Wall Paper Co Inc — Stamford

Washers
American Felt Co (felt) — Glenville
Auburn Manufacturing Company The (all materials) — Middletown
Clark Brothers Bolt Co — Milldale
Fabricon Corp — Unionville
Plume & Atwood Mfg Co The (brass & copper) — Thomaston
Saling Manufacturer Company (made to order) — Unionville
Terryville Mfg Co The (made to order—all metals) — Terryville

Washers—Felt
American Felt Co — Glenville
Chas W House & Sons Inc (Mills & Cutting Plant) — Unionville

Watches
E Ingraham Co The — Bristol
United States Time Corporation The — Waterbury

Water Deionizers
Penfield Mfg Co — Meriden

Water Heaters
Whitlock Manufacturing Co The (instantaneous & storage) — Hartford

Water Heaters— Electric
Bauer & Company Inc — Hartford

Water Heaters—Gas or Kerosene
Holyoke Heater Corp of Conn Inc — Hartford

Waxes
Harrison Company The A S (and other protective coatings) — South Norwalk

Waxes—Floor
Fuller Brush Co The — Hartford

Webbing
Russell Mfg Co (Webbing for Safety Seat Belts—all types of webbing) — Middletown

Wedges
Saling Manufacturing Company (hammer & axe) — Unionville

Welded Products
Acme Welding Div United Tool & Die Co — West Hartford

Welding
Aircraft Welding & Mfg Co Inc (aluminum, stainless steel, magnesium) — Hartford
Ansonia Steel Fabrication Co., Inc., (steel, stainless steel and aluminum fabrication) — Ansonia
Connecticut Welders Inc (fabrication & repairs) — Wallingford
Farrel-Birmingham Company Inc — Ansonia
Industrial Welding Company (Equipment Manufacturers—Steel Fabricators) — Hartford
King Co Alfred B — North Haven

Welding—Lead
Connecticut Welders Inc (tanks & coils) — Wallingford
King Co Alfred B — North Haven
Lead Products, Inc. (tanks and fabrication) — Manchester
Storts Welding Company (tanks and fabrication) — Meriden

Welding—Lead Bricks
Lead Products, Inc. — Manchester

Welding Rods
American Brass Company The — Waterbury
Bridgeport Brass Company — Bridgeport
Bristol Brass Co The (brass & bronze) — Bristol

Welding Solder
Lead Products, Inc. (wire, bar and cakes and babbits) — Manchester

Wells
Church Co The Stephens B — Seymour

Wicks
American Felt Co — Glenville
Auburn Manufacturing Company The (felt, asbestos) — Middletown
Holyoke Heater Corp of Conn Inc — Hartford

Wiffle Ball
Wiffle Ball Inc The — New Haven

Window & Door Guards
Hartford Wire Works Co The — Hartford
Smith Co The John P — New Haven

Wire
American Brass Company The — Waterbury
Atlantic Wire Co The (steel) — Branford
Bartlett Hair Spring Wire Co The — North Haven
Bristol Brass Corp The (brass & bronze) — Bristol
Driscoll Wire Co The (steel) — Shelton
Hudson Wire Co Winsted Div (insulated & enameled magnet) — Winsted
Platt Bros & Co The (zinc and zinc alloy wires) — Waterbury
Plume & Atwood Mfg Co The (brass, bronze, nickel silver) — Thomaston
Scovill Manufacturing Company (Brass, Bronze and Nickel Silver) — Waterbury

Wire and Cable
Continental Wire Corp (for industrial and military applications) — Wallingford
General Electric Company (for residential, commercial and industrial applications) — Bridgeport
Rockbestos Products Corporation (all asbestos, mining, shipboard and appliance applications) — New Haven

(Advt.)

Wire Arches & Trellises
Hartford Wire Works Co The — Hartford
John P Smith Co The — New Haven

Wire Baskets
Rolock Inc — Fairfield
Wiretex Mfg Inc (Industrial, for acid, heat, treating and degreasing) — Bridgeport

Wire Cloth
Hartford Wire Works Co The — Hartford
C O Jeliff Mfg Co The (all metal, all meshes) — Southport
Pequot Wire Cloth Co Inc — Norwalk
Rolock Inc (Alloy) — Fairfield
Smith Co The John P — New Haven

Wire Dipping Baskets
Hartford Wire Works Co The — Hartford
John P Smith Co The — New Haven

Wire Forming Machinery
Nilson Machine Company The A H — Shelton
Torrington Manufacturing Company The — Torrington

Wire Formings
Master Engineering Company — West Cheshire
North & Judd Manufacturing Co — New Britain
Peck Spring Co — Plainville
Turner & Seymour Manufacturing Co The — Torrington

Wire Forms
Atlantic Precision Spring Co — Forestville
Banner Spring Corporation — Hartford
Barnes Co The Wallace Div Associated Spring Corp — Bristol
Bristol Spring Manufacturing Co — Plainville
Central Spring Co (short run orders) — Terryville
Colonial Spring Corporation The — Hartford
Connecticut Spring Corporation The — Hartford
Foursome Manufacturing Co — Bristol
Gemco Manufacturing Co Inc — Southington
Stanley Humason Inc — Forestville
New England Spring Mfg Co — Unionville
Peck Spring Co — Plainville
Templeman Co D R — Plainville
Terryville Manufacturing Co — Terryville
Wire Form Inc — Milldale

Wire Goods
American Buckle Co The (overall trimmings) — West Haven
Patent Button Co The — Waterbury
Scovill Manufacturing Company (To Order) — Waterbury

Wire Partitions
Hartford Wire Works Co The — Hartford
John P Smith Co The — New Haven

Wire Products
Stanley Humason Inc — Forestville
Peck Spring Co — Plainville
Plume & Atwood Mfg Co The (to order) — Thomaston

Wire Reels
Mettler Machine Tool Inc — New Haven
Nilson Machine Company The A H — Shelton
Waterbury Farrel Foundry & Machine Co The Division of Textron Inc — Waterbury

Wire Rings
American Buckle Co The (pan handles and tinners' trimmings) — West Haven
Stanley Humason Inc — Forestville
Peck Spring Co — Plainville
Templeman Co D R — Plainville

Wire—Specialties
Andrew B Hendryx Co The — New Haven

Wire Straightening and Cutting Machinery
Mettler Machine Tool Inc — New Haven

Wiring Devices
Harvey Hubbell Inc — Bridgeport

Wood Scrapers
Fletcher-Terry Co The — Forestville

Woodwork
C H Dresser & Sons Inc (Mfg all kinds of woodwork) — Hartford
Hartford Builders Finish Co — Hartford

Woven Felts—Wool
Chas W House & Sons Inc (Mills & Cutting Plant) — Unionville

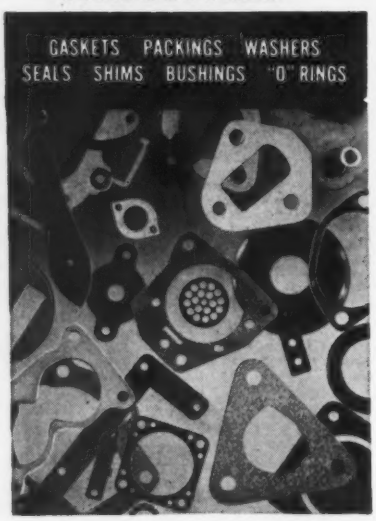
Yarns
Aldon Spinning Mills Corporation The (fine-woolen and specialty) — Talcottville
Ensign-Bickford Co The (jute-carpet) — Simsbury
Hartford Spinning Incorporated (Woollen, knitting and weaving yarns) — Unionville

Zinc
Platt Bros & Co The (ribbon, strip and wire) P O Box 1030 — Waterbury

Zinc Castings
Newton-New Haven Co Inc — West Haven

Zinc Die Castings
Mt Vernon Die Casting Corporation — Stamford
Stewart Die Casting Div Stewart-Warner Corp — Bridgeport

We fabricate in more than 200 different materials*



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Public Relations

(Continued from page 31)

got word to my man that I was there. When I walked into his office he said 'You're late.' I told him in brief, pungent terms what I thought of his outfit."

This chap went on to explain that during his three-day trip he ran into several similar experiences with a) incompetent, b) surly, or c) offhand, uninterested receptionists. Some of the companies where he met with stupid treatment at the reception desk, he said, were organizations which to his knowledge have public relations programs, or think they have.

"Most of the plants I called on," he said, "have excellent girls doing the reception honors but there are horrible exceptions. Any company that staffs its reception desk with supercilious or incompetent girls should pull its socks up if it doesn't want to get the reputation of being a poor place to do business."

His comment on the high caliber of receptionists in Connecticut in general is verified by the experience of MAC's field representative and other staff members.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912. Of Connecticut Industry, published monthly at Hartford, Conn., October 1, 1959.

State of Connecticut
County of Hartford

Before me, a Commissioner of the Superior Court, in and for the State and County aforesaid, personally appeared L. M. Bingham, who, having been duly sworn according to law, deposes and says that he is the Editor of the Connecticut Industry and that the following is, to the best of the knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication, for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 233, Postal Laws and Regulations, printed on the reverse of this form to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Editor . . . . . L. M. Bingham
Publisher Manufacturers' Assoc. of Conn.
Managing Editor . . . . N. W. Ford

2. That the owner is the Manufacturers' Association of Connecticut, a non-profit corporation.

3. That the known bondholders, mortgagees, and other security holders owing or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of bona fide owners, and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock, bonds, and other securities than as so stated by him.

L. M. Bingham,
Editor.

Sworn to and subscribed before me this 4th day of September, 1959.

Fredrick H. Waterhouse
Commissioner of Superior Court.

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WHICH LIGHT WOULD YOU RATHER WORK UNDER?

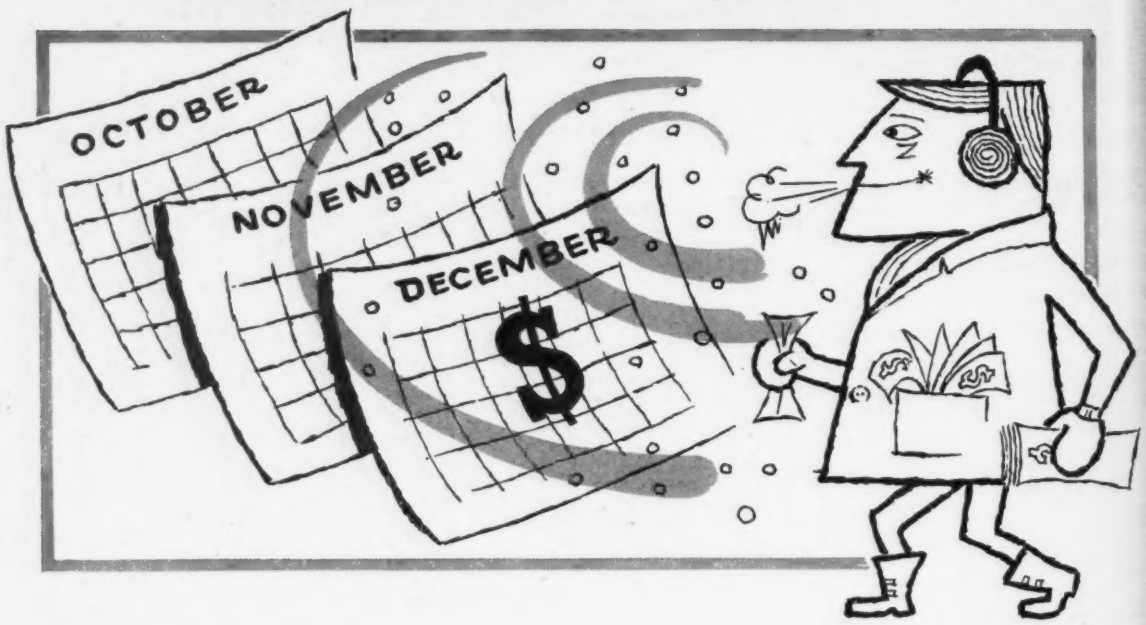
The left side of this photo is unretouched. It shows the new lighting installation in the assembly area of the Miller Company, Meriden, as it actually looks bathed in 150 foot candles of glareless, shadow-free light. The installation was designed to meet the new standards recently set by the Illuminating Engineering Society. The foreman reports a reduction of glare from the work, an increase in production, and a substantial decrease in the number of rejects.

The right side of the photo has been retouched to the light level found in many plants today (even some comparatively modern ones). If you were on the production line—which light would *you* rather work under? Look at your plant lighting and see which side of the picture it matches more closely, keeping in mind the more precise the operation, the more light needed.

The recommendations of The Illuminating Engineering Society, reached after 8 years of practical research, may hold the key to improved production in your shop. A representative from your electric power company will be happy to review the new IES lighting standards and how they can improve production for your company. Phone soon and make an appointment.

THE CONNECTICUT LIGHT & POWER COMPANY • THE HARTFORD ELECTRIC LIGHT COMPANY
THE HOUSATONIC PUBLIC SERVICE COMPANY • THE UNITED ILLUMINATING COMPANY

THE COLDER IT GETS . . .



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This is the time of year when thought given to heating economy can pay dividends throughout the winter.

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